

The **NATIONAL UNDERWRITER**

Life Insurance Edition

NOW!

Individual Policy Plans

keyed to

Today's PENSION TRUST Market

■ **GUARANTEED ISSUE** — No premium increase

Up to \$20,000 life insurance
(\$10,000 in Iowa, Mississippi, Oklahoma)

No evidence of insurability: groups of 25 or more, with at least 90% of eligible employees participating, minimum volume \$125,000

Disability Waiver and Accidental Death benefit considered if all participants qualified under regular limits are covered

■ **FLEXIBLE COMBINATION PLANS**

Fixed maturity value providing \$2.50 monthly income per \$1,000 insurance, any issue age

At maturity, policy may be converted to Retirement Income providing up to \$20 monthly income

Funds to effect conversion may be deposited with the Company or may be self-administered

■ **FLEXIBLE RETIREMENT OPTION**

Income may be advanced (not over 5 years) or deferred to accommodate actual retirement

■ **OTHER NEW FEATURES**

Automatic issue to cover increases up to \$2,000 on plans examined for initial issue

Profit Sharing funds may be deposited with the Company to provide income at retirement

Final adjustment of monthly retirement income to nearest \$1.00 for closest relationship to salary

Basic option may be written to provide income for 10, 5, or no years stipulated

Massachusetts Mutual

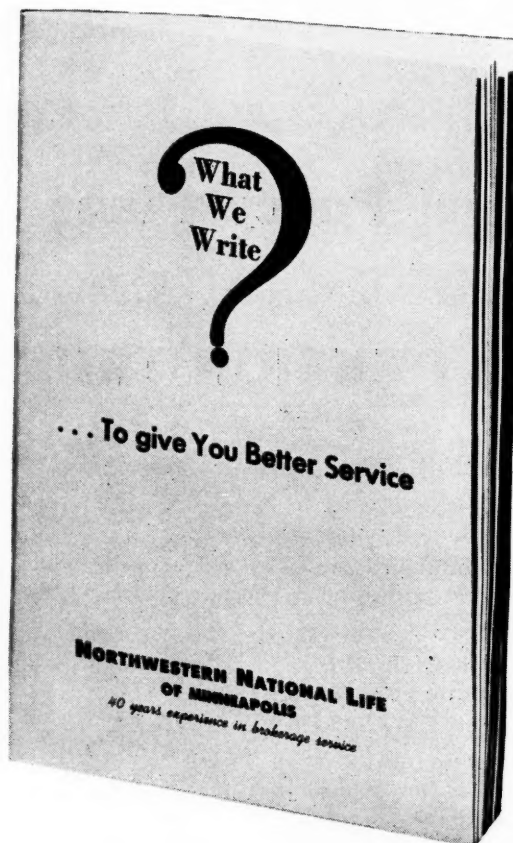
ORGANIZED 1851

THE POLICYHOLDER'S LIFE INSURANCE COMPANY

**LIFE INSURANCE COMPANY
SPRINGFIELD, MASSACHUSETTS**

FRIDAY, AUGUST 26, 1955

Here's our complete brokerage story for your easy reference



NORTHWESTERN NATIONAL LIFE of Minneapolis has more than 40 years' experience in serving brokers' needs. Being both a stock and a mutual company, it offers one of the widest selections of participating and non-participating contracts available today. "What We Write" gives the facts about these policies and NWNL's underwriting practices. In addition, it explains our unusually broad services for individual policy pension plans, group permanent, group annuities, deposit administration, and other group coverages.

free copy

to General Agents & Managers

Independent Brokers

General Insurance Agencies
having a life department

Northwestern National Life Insurance Company
Box 929, Minneapolis 1, Minnesota

Please send me a copy of "What We Write."

Name

Status
(GA, Mgr., Broker, etc.)

Address

City State

Midland Mutual Stockholders Vote for Mutualization

Jones' Bid to Buy Is Defeated, but Court Battle Is Likely

The plan of Ohio State Life to buy control of Midland Mutual of Columbus suffered at least a temporary setback when stockholders voted last week 1,787 to 525 in favor of a mutualization plan proposed by the management of Midland. It is widely thought the matter will wind up in the courts, based on statements by Frederick E. Jones, president of Ohio State and Clarence L. Peterson, vice-president and general counsel, both of whom describe the stockholders' meeting as "void."

Mr. Jones had been authorized by directors of Ohio State to offer \$1,000 a share for the capital stock of Midland Mutual. Under the mutualization plan of Midland, the stockholders will receive \$200 a share, the limit it can pay under its charter.

President Chester O. Sullivan of Midland Mutual described the vote as "a triumph of company loyalty," and added: "A clear majority of the Midland stockholders were steadfast and unshakable in their conviction that mutualization should be approved for the independent continuance of the company... Many of the Midland stockholders are descendants of the company's founders. The company was founded, first and above all, as a policyholders' company."

Mr. Jones issued a statement in which he said: "My position is that the proceedings which were followed in the special meeting at Midland Mutual Life are so ineffective as to constitute a mere nullity."

Mr. Peterson's comment was: "The results of the meeting were void. The meeting accomplished nothing. They didn't vote on the question announced to be voted upon at the meeting."

Midland Mutual announced a week before the stockholders' meeting that it had plans under way to convert to a purely mutual basis. Only a day or two later Mr. Jones received authorization to offer \$1,000 a share for the stock of Midland under a plan which apparently would have brought about the merger of Midland and Ohio State Life. The offer was contingent upon holders of Midland Mutual stock furnishing proxies to Mr. Jones and to Mr. Peterson representing at least 51% before 9 a.m., Aug. 19, the day of the stockholders' meeting.

The charter of Midland Mutual restricts the amount the company can pay stockholders for redemption of the stock to \$200 a share. Officers of Midland own a number of the 3,000 shares, and Mr. Jones also is a stockholder. Midland's capital is limited to \$300,000 by the charter, and it can pay no

(CONTINUED ON PAGE 15)

July Life Sales of \$3,561,000,000 Break Two Records

Life sales in July totaled \$3,561,000,000, setting new records for the month in ordinary and group sales and bringing the first seven months' aggregate to \$26,996,000,000, up 23%, according to LIAMA.

The record-breaking ordinary sales for July amounted to \$2,397,000,000, increase 16%.

The new July record for group sales was set with a total of \$636 million. It broke the July record set last year when sales totaled \$634 million. Since the increase was a fraction of 1%, LIAMA took note of the growth but listed the total as "approximately unchanged from July a year ago." These figures represent new groups set up and not additions to group contracts already in force.

Industrial sales in July totaled \$528 million, up 4%.

The July total of \$3,561,000,000 for ordinary, group and industrial was an 11% increase over last July's total of \$3,202,000,000.

Ordinary sales in the first seven months accounted for \$17,307,000,000, increase 18%.

Year-to-date group sales totaled \$5,794,000,000, increase 69%.

Industrial sales in the first seven months amounted to \$3,895,000,000, up 3%.

The first seven months' aggregate of \$26,996,000,000 for ordinary, group and industrial represented a 23% increase over the \$21,895,000,000 total for the first seven months of last year.

Figures for July and the year-to-date do not include credit policies.

Monumental Opens New Office, Names Managers

Monumental Life has named three managers and opened a new district office in Jeffersonville, Ind. The new managers are John P. Yochim, formerly at St. Louis No. 2, at St. Louis No. 3; Donald T. St. Hilaire, who has been staff manager at Cincinnati, manager there; and James S. Blincoe, transferred from Cincinnati to Jeffersonville.

The staff at the new district office is Mr. Blincoe, Carol L. Fuller, cashier, and Robert R. Loy and Robert McAllister, staff managers.

Program Set for International Claim Association Meeting

The final program has been completed for the annual meeting of international Claim Assn., at Lake Placid, N. Y., Sept. 12-14, 1955.

Talks by two insurance officials will be given on Monday. Joseph R. Stewart, associate general counsel of Kansas City Life will speak on "The Claim Man and the Legal Department" and Dr. Robert A. Goodell, medical director of Phoenix Mutual Life on "Nervous Conditions other than Psychoses from a Claim Viewpoint."

After the general meeting on Tuesday, the day will be devoted to three seminars. The A&H seminar will be headed by Howard LeClair of Mutual Benefit H. & A., the life seminar by Daniel McCabe of Prudential and the group seminar by George W. Lane Jr. of Metropolitan Life.

At the final session on Wednesday, C. O. Pauley, consultant for H&A Underwriters Conference, will talk on "A&H Claims and Public Relations" and Byron K. Elliott, executive vice-president of John Hancock, will speak on "The Challenge of the Future."

Midwestern United Has \$100 Million Meet

Midwestern United Life of Fort Wayne, Ind., had cause to celebrate at its \$100 million convention which was held at the Greenbrier Hotel, White Sulphur Springs, W. Va., marking their seventh anniversary. The end of July saw a total of \$108,209,487 of insurance in force. This was an increase of \$23,711,230 during the past year. Paid-for business during July totaled \$4,311,430, a new record for that month.

Qualifying agents and their wives, company officers, directors, and guests, including Commissioner Wells of Indiana and George W. Wadsworth, publisher of *The American Insurance Digest*, came from five states and Hawaii.

Convention highlights consisted of honoring the top ten premium income producers, who were led by Ralph N. Matthews with a total of \$17,405 of premium income.

Mott Heads Chicago Agency

Mutual Trust Life has appointed Clayton E. Mott general agent at Chicago and new offices will be opened at 141 West Jackson Boulevard.

Reveal Plans for Bigger NALU Home at St. Louis Meet

Sentiment for Changed Type of Annual Convention

Program Is Also Disclosed By ROBERT B. MITCHELL

ST. LOUIS—Perhaps the least controversial meeting National Assn. of Life Underwriters has ever held, the annual convention being conducted here, is marked by these two major developments:

1. The obvious groundswell of National Council opinion in favor of soft-pedaling the sales congress features of national conventions to permit more time for dealing with association business and for giving local and state association delegates material and knowledge to help in the operation of their organizations.

2. The expanded plans for NALU's projected headquarters building in Washington, D. C., which will involve a substantially larger structure than originally contemplated but with also a 50% larger revenue from the larger quarters that will be needed by NALU's tenant, Life Underwriter Training Council.

The National Council discussion of the change in emphasis from sales congress features to a more completely "working convention" basis produced the nearest thing to a controversy. No vote was taken but the applause made it clear that the majority of National Council members would like to change to the latter type of annual meeting.

The augmented building plans brought no controversy at all.

Luckily the action of Congress in rejecting the government's effort to oust NALU from its Washington building site had been taken before the convention, so the atmosphere was clear of the uncertainty that would otherwise have worried a good many members.

Past President Charles E. Cleeton, Occidental of California, Los Angeles, did a masterful job of describing the new building for the National Council, aided by some excellent slide films of the site and its environs, and the architect's drawing of the structure itself. It was evident that this project captured the imaginations of NALU members present. There were no critical comments whatever.

In a move to add to the building fund in a dramatic way, Mr. Cleeton enlisted the support of several association leaders during the convention. He furnished them with five pledge cards each, asking that they in turn have the cards completed and turned in during the meeting.

Mr. Cleeton won the John Newton Russell award for his work as chairman of the building committee.

At press time the campaigns for the two secretary candidates, Albert C. Adams, John Hancock, Philadelphia, and M. W. Peterson, Lincoln National, Charlotte, N. C., were going strong,

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Late News Bulletins . . .

Connecticut General Names Parrott at Houston

Connecticut General Life has appointed John H. Parrott as manager at Houston, succeeding the late William H. Fabian who was manager for 15 years.

Mr. Parrott, who has been agency assistant in the home office, joined the company in 1945 at San Antonio and was named assistant manager at San Francisco in 1951.

Home Life Names Geo. F. Brown & Sons as G. A.

Home Life has appointed George F. Brown & Sons of Chicago as a general agency. One of the largest general agencies in the midwest, Brown & Sons has been in business since 1916.

Heretofore the firm has dealt exclusively in property and casualty lines, serving as managers for Interstate Fire & Casualty of Bloomington, Ill., and as U. S. correspondents for London Lloyds. Home Life will be the firm's only facility for writing group.

Says A&H Business May Soon Go Under FTC Jurisdiction

Self-Policing Asked by Becker at Federation of Insurance Counsel

WASHINGTON—There is a strong possibility that the A&H insurance business may shortly find itself under the jurisdiction of federal trade commission, Federation of Insurance Counsel was told at its annual meeting here by Ralph E. Becker, Washington attorney.

To him the possibility of the courts ruling against FTC's jurisdiction seems remote. He suggested that business wide self-policing is in order and perhaps this can best be done through a trade practice conference, perhaps otherwise. In any event, regulation is bound to come. The principal contentions made by the insurance companies are that federal trade commission lacks jurisdiction of the subject matter, and that the challenged advertisements are not false and misleading.

Since Paul vs Virginia in 1869, it was generally assumed that the federal government had no power to regulate insurance. The assumption was not unwarranted since the Supreme Court had repeatedly described the power of the state to regulate insurance in extremely broad terms. The weakness of this authority, however, lay in the fact that each of these cases dealt with the power of the state to tax or regulate the insurance business, and not the power of Congress under the commerce clause.

The sense of security thus inspired by Paul vs Virginia and its progeny should, therefore, have been suspect, he said. Unfortunately, it was not, and the business continued on its merry way until the South-Eastern Underwriters Assn. case cruelly blasted the illusion.

That case specifically held that the insurance business was subject to the antitrust laws of the U. S. This necessarily meant that insurance was commerce and that, when conducted across state lines, it became interstate commerce.

Mr. Becker said the position taken by the Supreme Court was unequivocal—insurance was commerce subject to regulation by Congress under the commerce clause. Congress took almost immediate action and on March 9, 1945, the McCarran-Ferguson Act became law. This statute leaves much to be desired from the standpoint of skillful draftsmanship. The first section of the act and part of the second edition can fairly be interpreted to mean that Congress intended to leave the regulation of insurance entirely in the hands of the various states:

"Be it enacted... that the Congress hereby declares that the continued regulation and taxation by the several states of the business of insurance is in the public interest, and that silence on the part of the Congress shall not be construed to impose any barrier to the regulation or taxation of such business by the several states."

"The business of insurance, and every person engaged therein, shall

be subject to the laws of the several states which relate to the regulation or taxation of such business."

If Congress had stopped there, the insurance business could thumb its nose at FTC in the present controversy, he said. However, Congress went a step further:

"Section 2 (b). No act of Congress shall be construed to invalidate, impair, or supersede any law enacted by any state for the purpose of regulating the business of insurance unless such act specifically relates to the business of insurance: Provided, that after Jan. 1, 1948, the act... of Sept. 26, 1941, known as the federal trade commission act, as amended, shall be applicable to the business of insurance to the extent that such business is not regulated by state law."

This section, Mr. Becker pointed out, is the hub of the present jurisdictional controversy. No authoritative interpretation of the applicability of the FTC Act to the insurance business under section 2 (b) of the McCarran-Ferguson Act is available. "To the extent that such business is not regulated by state law" remains a mysterious phrase. Various commentators pointed to this proviso as a future source of prolific litigation. The day of such litigation has now arrived.

The insurance business now contends that it is fully regulated by state law; the commission argues the existence of lacunae in the state law, and alleges that it is stepping into a non-regulated void. The commission further alleges that Congress intended to leave interstate regulation to the FTC since individual states could have no power in this field. A lawyer's common sense must accept this, and the legislative history of the McCarran-Ferguson act supports this conclusion.

Historically there is much to support the commission's position. Prior to the

(CONTINUED ON PAGE 15)

LOMA Releases Examination Results

Life Office Management Association institute will award 105 fellowship diplomas, 146 associateship diplomas, and 1,077 course 1 certificates according to examination results of the institute. About 13,500 examinations were written by employees of 345 life companies and associations.

Frank L. Rowland, managing director of LOMA, attached particular significance to the 27% increase in new student enrollments. He asserted that the growing employee interest in life insurance education was a significant indication of the quality and long-range planning of life company managements. The expanding emphasis on the program in both home and field offices is partly due to the progress being made by men and women who have already attained LOMA fellowship status.

Major credit for the maintaining of the high quality of the institute program can be ascribed to the association's educational council, he said. The council keeps abreast of life literature and introduces changes in the program as needs arise, and it seeks out authors when existing textbooks do not meet institute requirements. For example, he said, LOMA will soon publish a new text "Elementary Mathematics of Life Insurance" by Dr. Floyd S. Harper, head of the actuarial department of Drake University, and George A. Parks, assistant secretary of Bankers Life.

PI 15 EXPERT'S VIEW

Insurance Due for Further Regulatory Attention from Congress; Should Prepare

PHILADELPHIA — Congressional power over the insurance business is "all but absolute" and may be exercised in the future to a greater extent than the insurance business currently appears to believe, according to Noel T. Dowling, professor of law at Columbia University, who gave a paper at a joint meeting of the American Bar Assn. committee on life insurance law and the committee on regulation of insurance.

Prof. Dowling, the guiding hand in the constitutional aspects of public law 15, and an outstanding student of constitutional law, pointed out that on what the specific role of Congress should be, the insurance business itself is in the best position to say, at least initially.

"It has close contact with the governmental agencies concerned and it has a high sense of public responsibility," he said. "I have doubts, however, whether at any time since *Southeastern* the industry has really faced up to the eventual role of Congress in the regulation of the business. Rather, I have somehow got the impression that the industry, geared as it always has been to operation under state laws, has been more or less preoccupied with the hope that in the long run things would level off and go on much as they did before *Southeastern*."

"But I have no doubts whatever on the point that the industry could make a noteworthy contribution to the art of government in this federal scheme and to its own welfare by undertaking a full examination of the public regulation of the business, for the purpose of determining how the labors of the necessary regulation should be divided between Congress and the states."

"Such an undertaking would offer the best hope of getting on satisfactorily towards what I am sure is ahead, namely, a legislative pattern of coordinated and balanced national and state actions. That has been the trend in the considered development of the federal system. And rightly so, I think, under the genius of the constitution of the United States, a constitution ordained, not to build up an over-reaching central government, but to make this a 'more perfect union.'"

Prof. Dowling said that under its "all but absolute" power over insurance, Congress can proceed to its exercise free from any appreciable threat of judicial interference on constitutional grounds.

Prof. Dowling pointed out that congressional consent, delegating control to the states, as in public law 15, was not a new idea at the time public law 15 was enacted, though it did not have much currency in legal thinking. He recalled that within a month or so after the passage of public law 15 Chief Justice Stone "wrote the pay-off line on the power of Congress" in the opinion for the court in *Southern Pacific Co. vs Arizona*: "Congress has undoubted power to redefine the distribution of power over interstate commerce." Justice Stone further said that Congress "may either permit the states to regulate the commerce in a manner which would otherwise not be permissible, or exclude state regulation even

of matters of peculiarly local concern which nevertheless affect interstate commerce."

Prof. Dowling said that the legal effect of congressional consent, in his view, is to remove the commerce clause as the basis of an objection to state action.

"The commerce clause," he said, "was written into the constitution in order that there might be an end of trade wars among the states. In the hands of the Supreme Court it has been an instrument for the unification of the country, even with a certain centralization of power in Washington; in the hands of Congress, through the device of consent, the same clause can be used as an instrument for decentralization and for letting the states, if they so elect, engage in discriminatory or retaliatory practices."

"Whether public law 15 went too far in that respect may become a matter of concern, depending on what the states do under its authority. On another occasion, congressional consent to state taxation of national bank stock was coupled with the condition that no discrimination be practiced against national banks. When public law 15 was under consideration, questions were raised about a similar provision for the protection of out-of-state insurance companies—but none was included. So long as public law 15 is on the books, the commerce clause is out of the states' way."

"What can now be said, admittedly no more than speculation, about possible legislative developments ahead and the prospect that Congress may have a hand in them?" Prof. Dowling continued. "Even if there were no new and special problems confronting the industry, my guess is that insurance is going to receive further attention in Congress. After all, the business is within the responsibility of Congress, and at least since 1933 Congress has not been noticeably disposed to refrain from action within the field of its responsibility."

"The sheer magnitude of the business, its vast resources, its potential over the economy of the country are calculated to stimulate thinking along national lines."

"Public law 15, with all of its generous nod to the states, does not leave everything to them. On the contrary, one provision sounds of national regulation, albeit the notes are not altogether clear. I refer to the provision (which I mention in passing, for I know little about it) that the anti-trust law 'shall be applicable to the business of insurance to the extent that such business is not regulated by state law.'"

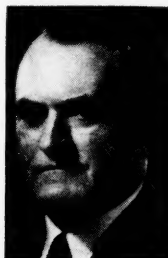
"This provision presents a baffling statutory problem; it has to do with a situation the reverse of the familiar one of congressional 'occupancy in the field.' But there is a substantial difference: Congress can occupy the field, or at all events exclude the states, by the mere disclosure, express or implied, of its intention to do, whereas under public law 15 it appears that positive regulation (who can say what kind and how much?) is required of the states if they would avoid application of federal laws."

Equitable Appoints 3 Major Executives

Equitable Society has appointed Joseph L. Beesley, formerly field vice-president in charge of the New York metropolitan sales department as sen-



S. A. Burgess



J. L. Beesley

ior vice-president; S. A. Burgess, formerly a vice-president in the agency department as agency vice-president; and Melville P. Dickenson, formerly manager at Philadelphia, to the newly created office of assistant to the president. The company also elected James F. Oates Jr., chairman of Peoples Gas, Light & Coke Co., Chicago, a director.

Mr. Beesley succeeds Alvin B. Dalager, who is retiring Sept. 1 after 38 years with the company. Mr. Beesley joined the society in 1926 and after training as a cashier, was assigned to Denver, and later was cashier at Phoenix, Syracuse and Chicago. He became manager at Syracuse in 1945 and went to the home office as field vice-president in 1953. In his new post he will have general responsibility for all sales affairs, both ordinary and group. Mr. Dalager joined the company as a part-time agent in 1917 at Austin, Minn.

Mr. Burgess, whose duties in production of ordinary life are being expanded with his promotion, joined the society in 1921 and attended the cashier's training course in Cleveland. He was assistant cashier at Oklahoma City and St. Paul, manager in Florida and in Louisville. He became Florida manager in 1937, and in 1945 transferred to the home office as 2nd vice-president, and in 1952 became vice-president.

Mr. Dickenson entered insurance with New York Life and later was head of the group department of Prudential. After being with the banking firm of Eastman Dillon & Co. from 1929 to 1937, he joined Equitable Society at Philadelphia and was named manager there in 1939. He is the son of the late David S. Dickenson, president and actuary of Security Mutual Life of Binghamton, N. Y., for many years.

Prudential Names Reed to Newly Created Post

Prudential has appointed Alan L. Reed to the newly created post of executive director of agencies in the ordinary agency department, effective Sept. 15. He will supervise 45 ordinary agencies in New England, mid-Atlantic and metropolitan areas.

Mr. Reed has been director of agencies for the eastern region since 1952. He joined the company in 1945 at Harrisburg, Pa., and was promoted to manager at Binghamton, N. Y., in 1950.

Occidental Life of California has passed the 2,000 mark in salaried employees with 1,526 in the home office and 474 in field offices. Occidental also has some 3,500 fulltime agents and 22,000 brokers under contract.

Luce President of Insurance Counsel

WASHINGTON—Federation of Insurance Counsel at its annual convention here elected Robert T. Luce, vice-president and general counsel of Casualty Mutual, Chicago, president and agreed upon Houston as the site for the 1956 convention.

Other officers are John C. Williams of Houston, executive vice-president and president elect; Nathan Phillips of Toronto, Richard F. Stevens of New York, Thomas N. Foynes, president and general counsel of Electric Mutual Liability of Lynn, Mass., Francis H. Kelly of Kemper group, Chicago, and Norman E. Risjord, vice-president and general counsel of Employers Re, vice-presidents, and Ralph E. Becker of Washington, secretary-treasurer.

Members of the board are James Dempsey of White Plains, N. Y., J. Harry Labrum of Philadelphia, Claudius Deschamps of San Francisco, Gregory Brunk of Des Moines, Walter M. Bjork of Madison, Wis., Ivan Robinette of Phoenix, and George W. Woodcliff of Jackson, Miss.

The George Henry Tyne award was presented to John A. Appleman, editor of Federation of Insurance Counsel Quarterly, by Mr. Dempsey, retiring president.

Pru Designs Employee Plan for Small Firms

Prudential has designed a packaged employee security program for companies employing fewer than 25 persons. It will be available in most states about Sept. 1.

Individual life insurance benefits

under the program range from \$2,000 to \$5,000. Hospital room and board benefits range from \$8 to \$15 a day, and payments for loss of time from work due to sickness or accident, from \$20 to \$35 a week. Reimbursement for surgical fees will run up to \$300, depending upon the plan selected and the operation performed. Benefits also will include hospital expenses such as drugs and x-rays, doctors' calls in the hospital, and polio expenses.

Premiums can be paid monthly by the employer or by the employer and employee jointly. Hospital and surgical benefits are available for dependents.

More than 10 million persons employed by small businesses in the U. S. and Canada will be eligible for coverage, Prudential estimates. Neighborhood stores, service stations, florists, dairies and other small enterprises will be eligible for coverage.

The plan could prove a boon to small concerns in competing with large industries for employees, according to President Carrol M. Shanks. "Heretofore, most small organizations have been unable to provide their workers with welfare benefits similar to those enjoyed by millions of workers in bigger corporations. It has placed the little business man at a disadvantage in the labor market, for whether a person works for a large or small employer he is exposed to the possibility of financial emergencies brought on by sickness, accident or death. This realization often tends to make a prospective employee shun small organizations."

F. T. DeFendi Promoted by Pru

Frank T. DeFendi has been named brokerage manager at Milwaukee for Prudential. He started with the company there in 1953.

NFC Program Set for Annual Meet at Toronto, Sept. 26-28

Two Plenary Sessions and All Sections Have Stellar Cards Ready

The advance program has been completed and only the finishing touches remain for the National Fraternal Congress annual convention to be held at Toronto Sept. 26-28.

The morning of the first day will be devoted to meetings of the presidents', secretaries' and press sections, with the first plenary session beginning that afternoon.

With Stephen M. Tkatch of Greek Catholic Union presiding, the presidents' section will hear S. Knox Hunter assistant secretary of Peoples First National Bank & Trust Co., Pittsburgh, on "Management and Future Planning." Edna E. Dugan, Degree of Honor Protective Assn., will report as secretary-treasurer.

Dorothy H. Needham, Woman's Benefit Assn., will preside at the secretaries' section session. I. Smith Homans Jr., manager life insurance department of IBM, will give an address. Agnes E. Koob, Woman's Benefit Assn., president of NFC, will bring greetings and Herbert Voeks, Aid Assn. for Lutherans, and Howard M. Lundgren, Woodmen of the World, will speak on "Premium Collection by the Home Office."

The press section will hold a breakfast meeting with Louis Patrick, Supreme Forest Woodmen Circle, presiding. After greetings by President Koob, Don Henshaw, MacClaren Advertising Co., will speak on "Kissin Kin." Shane MacKay of Readers Digest will discuss "International Operations of the Readers Digest."

There will also be a panel discussion with D. A. Talucchi of the Maccabees as chairman. James G. Daly of United Commercial Travelers of America will review official publications.

The first plenary session will be convened by President Koob, with the invocation being given by James C. Cardinal McGuigan, archbishop of Toronto. Greetings will be extended by K. R. MacGregor, superintendent of insurance, Dominion of Canada; Roy B. Whitehead, Ontario superintendent of insurance; Roland Bourgault, president Canadian Fraternal Assn., and Louis E. Probst, supreme chief ranger, Independent Order of Foresters. The response will be given by George H. Crowns, vice-president, NFC. In addition to a report by President Koob and various committees, there will be a report by Secretary-Treasurer-Manager Foster F. Farrell and a talk by J. Henri Goguen, president L'Union Saint-Jean-Baptiste de l'Amerique on "Fraternalism and Our Free Way of Life." That evening there will be a buffet dinner sponsored by Independent Order of Foresters.

The morning of the second day three sections will meet—actuaries, medical and youth counselors. With Franklin C. Stauffer of Modern Woodmen presiding, the actuaries will have a business session followed by a general discussion on lapses, reinsurance, dividends, and revaluation.

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The COMMONWEALTH Commentary

Doctor—Lawyer —AND C.L.U.!

Unlike many professional people, life insurance underwriters don't have to spend several years in graduate school before embarking on their careers . . .

But what a difference a C.L.U. key means to a life underwriter! It marks him an expert in his profession—a graduate of the College of Life Underwriters, our industry's most demanding school.

We at Commonwealth proudly salute not only our own C.L.U. men, but all Chartered Life Underwriters everywhere.

INSURANCE IN FORCE—August 1, \$854,246,806



COMMONWEALTH Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.



Chartered

LIFE UNDERWRITER

study courses will soon be organized in many cities and towns. The Company recommends that its associates enroll and participate actively in such local study courses.

The Company is proud of its 51 field and home office associates who have qualified for the CLU designation, and of its many representatives now completing CLU studies. The Company has long endorsed and supported the CLU movement. It contributes to the Cooperative Fund and includes CLU studies as an integral part of its training program. It presents engraved CLU keys to graduating candidates and pays their expenses to attend conferment exercises.

EQUITABLE LIFE

INSURANCE COMPANY OF IOWA

KEYED FOR
CAREER LIFE
UNDERWRITERS



FOUNDED IN 1867
IN DES MOINES

Faris Explains Cal. Life's Position on LWIU Welfare Fund

O. F. Faris, president of California Life, has written to clarify facts that were misleading in the interim report, and the press release concerning it, of the Senate subcommittee on welfare and pension funds. California Life now insures the welfare plan of Laundry Workers' International Union, AFL, but it did not do so at the time the alleged abuses in the administration of the fund took place, he pointed out.

In brief, he explained that the company, since it became the LWIU welfare plan insurer, had been commended by the union's social security department, the insured members of the union, and by the staff of investigators of the subcommittee.

He listed five advantages of the welfare plan as it is being handled by California Life—low premium cost, increased benefits without additional employer contribution, no commission payments to any insurance agency, efficient and economical claims processing, amounting to nearly \$1 million in 1954, and a retroactive rate credit of \$495,000 paid at the end of the first policy year in Sept. 1954.

He writes that Sen. Douglas of Illinois, chairman of the subcommittee, commended the company on the facts that no commission is being paid to an insurance agent, benefits have been increased, a large dividend was returned to the fund, and no administration fees of any kind are paid by the company to LWIU or any welfare representative. The company was also commended by the committee investigator for the manner in which it was administering the case.

Mr. Faris also points out that the business of the company is not limited to that of insuring the social security department of LWIU under a group contract. The company writes many lines of life, A&H and group, he said, and "implications of an unfavorable nature such as were contained in the subcommittee's report and the press release based thereon not only are unfair but are detrimental to any organization that operates in an ethical manner under the American free enterprise system."

Purvis Warns Against Wrapping Policies in "A Maze of Words"

G. Frank Purvis Jr., vice-president and associate general counsel of Pan-American Life, spoke on the role of the lawyer in a life company at the annual convention of Federation of Insurance Counsel in Washington, D. C.

In his discussion of the drafting of life policies, Mr. Purvis pointed out the necessity for careful study of the wording of the contract in order to avoid legal entanglement when claims are made. However, he cautioned against "wrapping our product in a maze of words required to eliminate all doubt which exists, or is supposed by the courts. We may well end up with an unsaleable product."

Mr. Purvis also discussed litigation of claims; investments; agents contracts; insurance programming and estate planning; the insurance company's obligation regarding unclaimed funds; legislation; regulatory authorities and the important part played by the insurance lawyer in these vital phases of the life insurance business.

He spoke of the insurance lawyer's obligation to his chosen career. "The trust which is placed in the life insurance lawyer is really the superimposition of a trust upon a trust, because the life insurance company itself is acting as a trustee for millions of our citizens. Proper legal guidance and leadership in the field of life insurance on the part of the lawyer can and will have an important bearing upon the future economy, growth and moral development of this nation. When a lawyer acts for a life insurance company, he has a great opportunity to assist in the perpetuation of those ideals of freedom, democracy and security which have made this nation great."

Assignments for N. Y. Deputies Reported

Superintendent Holz of New York has reported the supervisory assignments of his deputies.

The duties of Julius S. Wikler, first deputy superintendent, have been enlarged and he has general supervisory authority over all department affairs in New York and at Albany and guides the activities of all bureaus, in addition to taking personal charge of the supervision of the legal, rating and welfare bureaus.

The assignments of the deputy superintendents are as follows.

Arthur F. Lamanda, in charge of the property bureau which includes fire, casualty and title and mortgage companies.

William M. Blake Jr., in charge of the life bureau, which includes all life companies and fraternal.

Robert M. Malang, in charge of the administration, audit and complaint bureaus.

Alfred W. Haight, assigned to Albany, in charge of the overall administration of that office and specifically in charge of the supervision of the policy, actuarial and cooperative fire bureaus.

Special Deputy Superintendent Milton Shalleck, in addition to being in charge of the liquidation bureau, will continue to work with Mr. Holz and the other deputies on special assignments when required.

F. B. Arch has been named director of agencies of Great Fidelity Life of Indianapolis. He has been in the business for 15 years.

Lawyers Elect Officers: Knowlton Talks on FTC

W. Percy McDonald, senior partner in McDonald, Kuhn, McDonald & Crenshaw of Memphis, was elected chairman of the insurance law section of American Bar Assn. at its annual meeting at Philadelphia. Other officers are H. Beale Rollins of Baltimore, chairman-elect, L. J. Carey, vice-president and general counsel of Michigan Mutual Liability, vice-chairman, and Welcome D. Pierson of Oklahoma City, secretary. Elected to the council of insurance law section were James B. Donovan of New York, L. Duncan Lloyd of Chicago and Ashley St. Clair, counsel of Liberty Mutual.

Commissioner Knowlton of New Hampshire, in his discussion of the jurisdiction of federal trade commission over trade practices of insurer's, declared that the only area in which FTC has jurisdiction presently is in cases where the home state of insurer does not have sufficient law to permit regulation of its insurers in the field of unfair methods of competition and unfair practices.

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Occidental of Cal. Transfers Mitchell, Appoints Bohlander

Maurice E. Mitchell, formerly Occidental Life of California's general agent in Dayton, has transferred to



M. E. Mitchell



E. A. Bohlander

Colorado Springs, Colo., to head the newly opened general agency there, and Eugene A. Bohlander has been appointed to succeed Mr. Mitchell in Dayton.

Mr. Bohlander, former special agent in Dayton with Massachusetts Mutual, entered the business in 1949 there and served as assistant manager of Prudential's ordinary agency.

New York Life Appoints Two Montana Managers

New York Life has appointed Austin Redding and Robert W. Holloran general managers at Butte and Billings, Mont., respectively.

Mr. Redding succeeds Frank W. Satter, who has been promoted to superintendent of agencies in Montana, Washington, Oregon, Idaho, Wyoming and Utah.

Mr. Holloran's office at Billings is scheduled to open later this year, serving the eastern Montana area formerly administered by the Butte office.

Mr. Redding joined New York Life in 1938 and later served as assistant manager of the Kentucky branch. He has been manager at Pueblo, Colo. His father, the late George Redding, was with the company in Great Falls, Mont., for 31 years.

Mr. Holloran joined the company in 1950, serving in Whitehall, Dillon and Butte. He was named training supervisor in 1953 and manager at Amarillo, Tex., in 1954.

Atlantic Life Appoints Paul C. Moore to Board

Paul C. Moore, vice-president and actuary of Atlantic Life since 1953, has been named to the board. He joined the company in 1946 and was promoted from associate actuary to actuary in 1947.

Mr. Moore entered the business with American United Life and in 1936 joined Reserve Loan Life of Dallas. He later became an agent of federal bureau of investigation.

Akron Blue Cross Rates Up

Commissioner Pryatel of Ohio has awarded higher rates, effective Oct. 1, to Akron Hospital Service, which operates the local Blue Cross program.

In approving the increase, Mr. Pryatel noted that the plan's surplus dropped from \$532,000 last December to \$98,000 on June 30. He suggested the Akron plan consider the advisability of merging with other Ohio non-profit hospital service plans to obtain advantages they offer in combatting spiraling hospital charges.

The increased rates will provide \$1,280,000 in additional revenue yearly to offset \$72,000 in monthly losses at the present rate.

The commissioner also approved a new contract which provides for family coverage at \$6.60 a month with insured paying room charges for the first two days of hospitalization. Present family coverage is \$7.70 a month for 70-day comprehensive in semi-private rooms.

A proposed rate increase for Associated Hospital Service of Youngstown is also being considered by the commissioner.

Hansen to American Atlas

Charles M. Hansen has resigned as actuarial vice-president of Bankers Life and Casualty to become executive vice-president, actuary and director of American Atlas Corporation, Dallas, and its affiliates.

Mr. Hansen was assistant actuary of Continental Life from 1927 to 1934. He was actuary examiner for Missouri

Department from 1934 to 1937 and chief actuary from 1937 to 1942. He went to Texas in 1942 as vice-president and actuary of Reserve Loan Life of Texas and was elected to the board in 1943. He later became vice-president and a director of National Life of Oklahoma in 1945 and since 1951 was actuarial vice-president of Bankers.

Pan-American Names Two

Pan-American Life has appointed Paul J. Pace and Harold E. Welch regional group managers at Atlanta and Tulsa, respectively.

Ingram to Prudential Executive Agency Post

Prudential has appointed William Ingram Jr. an executive director of agencies on the home office staff. He has been director of agencies at Chicago for four years.

Mr. Ingram joined the company in 1932 and has been associated with district agencies operations. After serving at the home office, he aided in initial operations of the western home office and transferred to the midwest in 1951.

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Wis. A&H Agents Elect Potts, Hold Sales Meet

MILWAUKEE—Dale B. Potts, executive vice-president of Wisconsin Casualty Assn., Milwaukee, has been elected president of Wisconsin Assn. of A&H Underwriters at the annual sales congress and convention here. He succeeds Charles H. Gilbert, manager at Madison for Woodmen A&L, who was named board chairman.

Other officers elected were: A. Loomis, Kneeland-Loomis agency of

La Crosse, vice president; Leo E. Packard, Packard-Carson agency of Milwaukee, secretary for his ninth term, and Alfred K. Perego, Perego agency of Milwaukee, treasurer. Gibson Wright, Continental Casualty, Eau Claire, is state director of the International association.

Clifford E. McDonald, agency director International Fidelity, Dallas, recently elected president of the International association, keynoted the meeting. He stressed the training of agents in the art of salesmanship. He

pointed out the rapid and extensive development of the business from the old limited contracts to the present ones which provide benefits for all contingencies of physical disability. Experience gained during the progress, he said, has made it possible to cover additional benefits and offer the public almost limitless protection.

Leonard McKinnon of McKinnon & Mooney, Flint, Mich., chairman of the International association, said the ratio of claims paid in A&H compared to other forms of insurance was exceptionally high. A&H coverage, he said, serves living policyholders a number of times during their lifetime with benefits that usually are very urgently needed.

Managing Director William G. Coursey discussed the success in establishing closer relations between local, state and national organizations in the business. He stressed the value of organization, particularly in the A&H business, which is confronted by current legislative proposals, confusion about the federal trade commission, reinsurance and such matters.

Association programs and functions were discussed by Gibson Wright, Continental Casualty, Eau Claire, past-president and international state director. Locals depend upon leaders and should elect capable officers who will follow the ideas and program of the International in their local activities, he said.

"Vitamin I" or belief in yourself, plus "Vitamin One" your mental attitude, are factors that will provide success for the agent in selling insurance, said E. Clement Stone, president of Combined. He said a person can achieve success through the integration of a forceful, dynamic sales personality with a thoughtful, analytic, decisive, human personality.

R. H. Moore, Mutual Benefit Life and insurance instructor at Michigan State University, in a talk on selling disability insurance, included suggestions for programming A&H and life insurance. He stated that a sincere desire to be of real service to people is the basis of a successful insurance career.

"We've Got the Ball" was the title of the address given at the banquet by E. J. Faulkner, president, Woodmen A&L. He belittled the "socialistic trend of some government agencies toward socialized medicine, welfare plans and other attempts by ambitious politicians." A&H as a whole is now in a commanding position to grow and develop its service and responsibility to the public, he said. He pointed out that in the last 20 years, the growth has been 2,000%, which exceeds that of any other branch of the insurance industry.

Family Finance Group Visits Provident Mutual

Provident Mutual Life was host for a one-day visit by 18 members of University of Pennsylvania's summer workshop on education in family finance. The group was accompanied by Dr. Richard de R. Kip, assistant professor at Wharton school.

President Thomas A. Bradshaw greeted the group. Following a showing of slides depicting functions of various departments, the afternoon session emphasized the importance of educating and training agents. Two field staff supervisors demonstrated a sale. A question and answer period followed. Sewell W. Hodge, secretary and treasurer, led a visit to the vaults.

This is the third year the company has entertained a workshop group. The workshops, sponsored by National Committee for Education in Family Finance, are graduate teacher training programs in family finance.

Deter Life Premiums in Areas of Flood

Several life companies have granted policyholders in the flood-stricken areas additional time, over the regular grace periods, in which to pay their premiums.

Connecticut General Life has given a 31-day moratorium on all premiums falling due between July 15 and Sept. 1. Policyholders may discuss further extensions with agents or branch offices. The company has reinforced its staff to assure promptness in making benefit payments and providing loans for policyholders in need of cash.

Connecticut Mutual Life has granted a 31-day extension of the grace period for premium payments by policyholders in Connecticut, Massachusetts, Rhode Island, New York, New Jersey, Pennsylvania, Virginia, North and South Carolina.

Aetna Life and Phoenix Mutual Life also have granted 31-day extensions to policyholders in the flooded areas. Aetna Life and Travelers have donated \$25,000 and \$40,000 respectively to the Red Cross flood relief fund.

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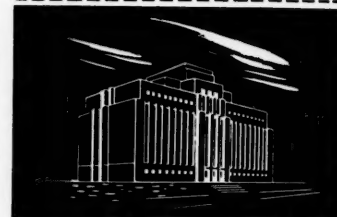


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Total Disability Generally Defined as Unable to Continue Regular Work

The insurers' problem in attempting to interpret fairly policy disability provisions and facts has been made difficult because disability is inherently a rather personal thing and because there is a strong tendency by the courts and juries to allow recovery by the little man against the larger corporate insurer, insurance law section of American Bar Assn. was told at Philadelphia by G. Robert Muchemore, counsel of Mutual Benefit H.A.A.

Mr. Muchemore, whose topic was "Total Disability—What Is It?" said disability policy provisions used have been numerous and, although the intent has almost always been the same, the wording used has varied. But regardless of the particular wording, the courts have generally construed such provisions in a similar manner.

Cases interpreting these provisions are legion and a vast body of law has been built up which has resulted in a fairly general formula that can be applied to any given situation.

He said he thought the general principles would be that an individual would be considered totally disabled unless he could spend a substantial portion of his working time doing the substantially material elements of a livelihood comparable in type and compensation to the occupation in which he was engaged at the time disability commenced.

These general principles would not apply to policies which are occupational in nature, that is, provide payment of benefits if insured is disabled from performing his occupation. They are applicable to the larger number of policies which are nonoccupational in nature, but provide coverage for insured's total disability from gainful occupation.

Mr. Muchemore reviewed some cases which have resulted in the general principles he enumerated.

In Tenkhoff vs New York Life heard by St. Louis court of appeals insured, a registered pharmacist, was injured in a California earthquake. Benefits were paid by insurer from the inception of the disability until 1944, at which time the company refused to pay any further benefits.

The facts revealed that insured had moved to Missouri in 1934, at which time he purchased a drug store in which he employed seven persons. Testimony indicated that he was not able to be on his feet for any great length of time and, thus, was somewhat restricted in the matter of continuously filling prescriptions, in waiting on trade and some of the more arduous physical duties. On the other hand he definitely decided all major policy matters, did the over-all administration, prepared some prescriptions, cashed and spent approximately six hours a day at the store.

After reviewing the facts and applicable laws, the court found the jury could properly conclude that the drug-gist's condition was such that he was actually totally disabled. Such decision was given in connection with a policy provision that provided such benefits if insured "has become totally disabled by bodily injury or disease so that he will be thereby wholly prevented from performing any work, following any occupation or engaging in any business for remuneration or profit."

The supreme court of Arkansas came to the opposite conclusion in a similar

case of fact in General American Life vs Chatwell. This case concerned a waiver of premium provision; waiver being allowed when insured was totally disabled. Disability was defined as "total whenever insured is so incapacitated by bodily injury or disease as to be wholly prevented thereby from engaging in any gainful occupation whatsoever."

Insured in this case owned a paint

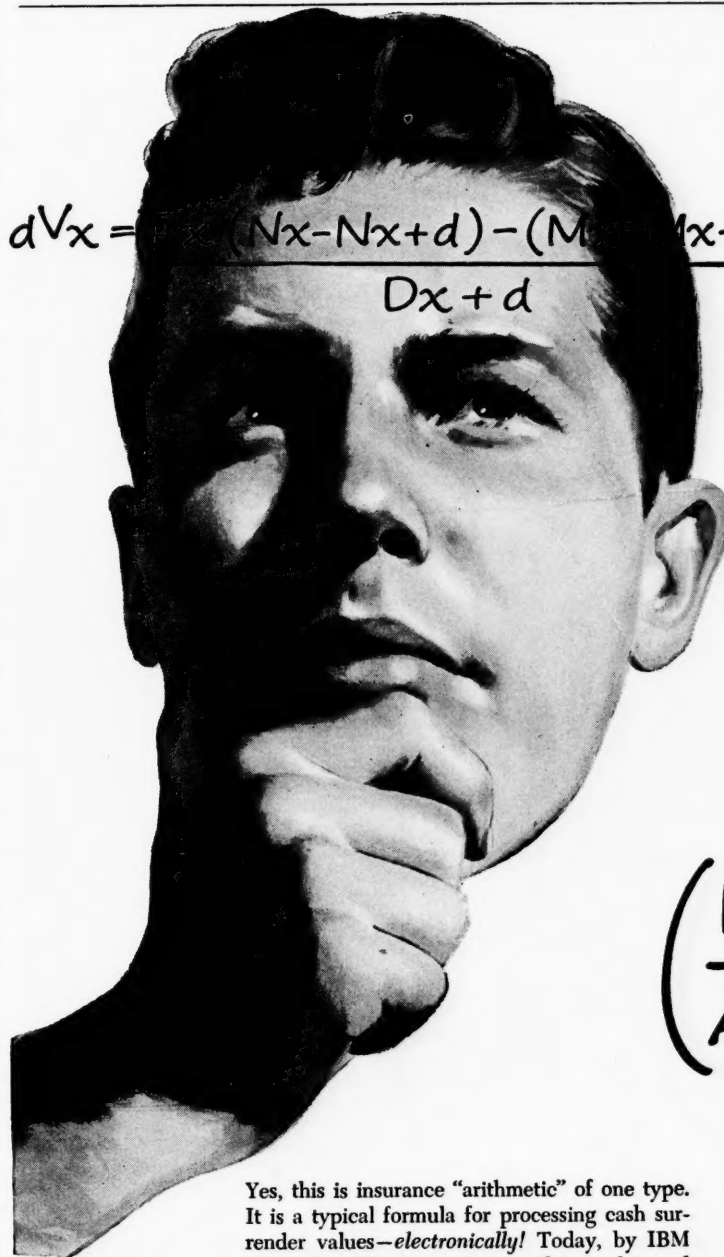
and paper business and ran it with the aid of his wife, as a bookkeeper, and a part-time clerk. He was injured in an automobile accident and a short time after the injury was able to go back to his business and continued operation with his wife and two part-time clerks. He could not climb any ladders or obtain goods off the shelves that were out of reach from the floor, and was unable to do heavy lifting. He did wait on customers that he could serve from shelves within reach and generally administered the store, buying and selling goods. He walked with a cane and

it was readily admitted that he was to this extent less able to carry on his duties than he was before the accident.

After judgment in the trial court for insured, the insurer appealed and the supreme court of Arkansas found the insurer was correct in its contention that insured was not totally disabled.

In the case of Ebert vs Prudential, insured had several policies with Prudential providing for waiver of premium and disability benefits in the event of total disability prior to age 60.

(CONTINUED ON PAGE 9)



(INSURANCE)
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Single Trauma Not Cause of Cancer, Pa. Doctor Tells Lawyers

There is no known single cause of cancer. Yet two factors when brought to bear on the same individual very commonly produce cancers of all kinds. These factors are single trauma and insurance, Dr. A. Reynolds Crane, chief pathologist of Pennsylvania Hospital, Philadelphia, said at the meeting of the insurance section of American Bar Assn. at Philadelphia. The carcinogenia

properties of the combination increase in potency each year and in direct proportion to the broadening of insurance coverage. Unfortunate indeed is the man who works for a firm covered by insurance for even his slightest injury may result in cancer, he commented.

The single trauma has no proved factual relationship to cancer, yet it is working to the increasing discredit of law and medicine. No matter how unreliable the plaintiff or how flimsy his story, a lawyer can always be found to take the case and a doctor can al-

ways be found to testify for the plaintiff, no matter how remote the connection, he said. And no matter how meager his knowledge of cancer and carcinogenesis, the doctor will qualify as an "expert."

Quoting a paper on neoplastic disease, Dr. Crane said "the practice of accepting the unsupported statements of an interested claimant or his friends that an injury actually occurred and especially that the injury was of definite severity does violence to common sense," and another paper on the pathology of trauma, "if a history of trauma is to be regarded as authentic there should be evidence from someone other than a potential beneficiary of compensation as to the nature and result of the violence and the exact site of its application."

In a specific case in which Dr. Crane was called to write an opinion, a 29-year-old white male was employed as a trash collector. On lifting a heavy can of garbage to a disposal truck he experienced pain in his rectum and rectal bleeding. Eight weeks later medial examination revealed a large rectal tumor proven by biopsy to be cancer. Conclusion: collecting garbage will not only give one a pain but cancer as well.

In another, a 50-year-old white male was struck on the left forehead by a carton of cigarettes which slipped from a shelf and he sustained a small superficial scratch for which he sought no treatment nor reported to anyone. One week later he complained of headache and subsequent medical examination revealed a tumor within the left eye-ball, a malignant melanoma for which the eye was enucleated. Conclusion: cigarettes by the carton applied gently to the forehead cause cancer of the eye.

These are actual cases, he said. That they flaunt the truth is obvious, but more disconcerting is that members of the legal and medical professions can be found who will stretch their credulity and consciences to the extent of supporting such claimants.

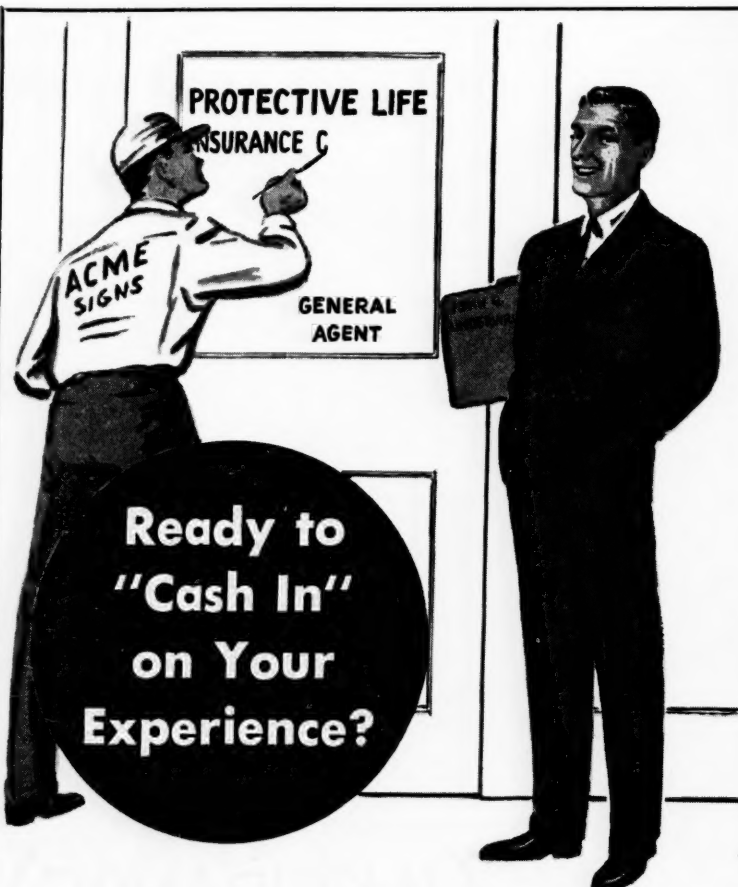
The plaintiff has much leeway since the natural history of all tumors is an extremely varied one. The final point of the development of a tumor at the exact site of injury is rarely established. The implication of injury to a part because of injury to other neighboring or remote tissues is all too frequently made without any evidence therefore.

A 59-year-old white male sustained a fracture of the pelvis and the jaw in an automobile accident. One year later he succumbed to carcinoma of the lung. Conclusion: an accident bad enough to fracture a pelvis must have jarred and irritated the lung leading to cancer.

When one considers the many injuries of all kinds, both accidental and intentional, that befall mankind and the rarity of tumors at the sites of these injuries, it becomes evident that there can be no causal relation between single injury and tumor. This is further supported by the failure to produce tumors by varied mechanical means in a wide variety of experimental animals.

Paul Revere Names John J. Plumb V-P and Agency Director

Massachusetts Protective Association and Paul Revere Life have appointed John J. Plumb vice-president and director of agencies, effective Sept. 15. Mr. Plumb has been executive director of agencies of Prudential at its south-central home office in Jacksonville since January. He joined Prudential in 1938 and in 1945 became an agent in Newark and later held managerial posts in ordinary agencies. He became associate director of field training in 1951 and was promoted to director of field training in 1952.



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Wyo. Issues Commission Ban

Certain retrospective commissions to creditors under credit life and A&H policies have been banned by the Wyoming department.

No commissions or credits of any kind will be allowed if the premium has been paid by the debtors through an identifiable premium, service or finance fee or special interest charge.

Total Disability Gets

General Definition

(CONTINUED FROM PAGE 7)

Some of the policies merely referred to total disability, while others defined the term in great detail. One policy provided the waiver of premiums if insured "becomes permanently unable to engage in any occupation or perform any work for any kind of compensation of financial value."

Insured had his own undertaking establishment in a small town. In 1936, his son came into the business with him. In 1939, he had the injury involved, resulting in fractured ribs and resultant hypertrophic arthritis. There was no question that insured could no longer do heavy physical labor.

After the accident, he more or less let the son run the undertaking establishment, but he purchased some farms which he ran until 1947 and then sold them for a profit. He was also a bank director and had other investments which he took care of. Insured drove his own automobile and went to California every winter. He continued to attend rotary, lodge and church meetings and do light work. He was primarily what could be defined as a retired businessman. The appellate court found that the preponderance of evidence under the general principles applicable indicated insured was totally disabled.

The court reached an opposite conclusion in *Moyle vs Mutual Life of New York*. Suit was brought by insured under three policies with Mutual Life to enforce payment of benefits and waiver of premium. Insured had been employed as a retail salesman of cigarettes, traveling and contacting retail outlets. He became division manager and not only engaged in retail sales, but supervised others engaged in like work.

He had been earning about \$4,000 a year, with a bonus of about \$66, when in 1933 he was injured in an accident which resulted in mutilation of his left hand. Insurer recognized total disability until about April of 1940, at which time benefits were discontinued, as was the waiver. After the accident, insured had gone to law school for four years, obtaining two degrees.

Upon returning to his home town, he engaged in various charitable work and in March of 1940 was named executive director of the local community chest as a paid official, at a salary of \$250 a month, which was later increased to \$300. He actively ran the campaigns for the community chest and its day-to-day operations during the year. He also performed other welfare work without compensation. The court noted the civic zeal and charitable nature of the work but stated that its problem was the determination of whether or not insured was totally disabled. It found that he had equipped himself to carry out successfully the performance of another occupation of comparable nature.

Mr. Muchmore said it was safe to conclude that courts and juries are more prone to decide that insured's inability to perform any proportion of his working duties is sufficient to constitute total disability. This is often found to be true even if insured is more than able to compensate for this lack by other facilities which he possesses.

He reviewed another case which raised the question as to whether or not death is considered a disability.

The case, brought before the supreme court of Montana, was *Aleksich vs Mutual Benefit H&A*. The policy involved provided for disability benefits in the event of loss of time and for certain specific losses of limbs and sight. It had a maximum disability benefit of 24 months.

Insured died one hour after the injury and suit was brought to collect the full 24 months' disability benefits on the theory the death constituted total and permanent disability. Although the policy did not provide loss of life benefits, it had the usual stan-

dard provision, providing that notice of accidental death must be given immediately and the usual standard provision that indemnity for loss of life is payable to the beneficiary.

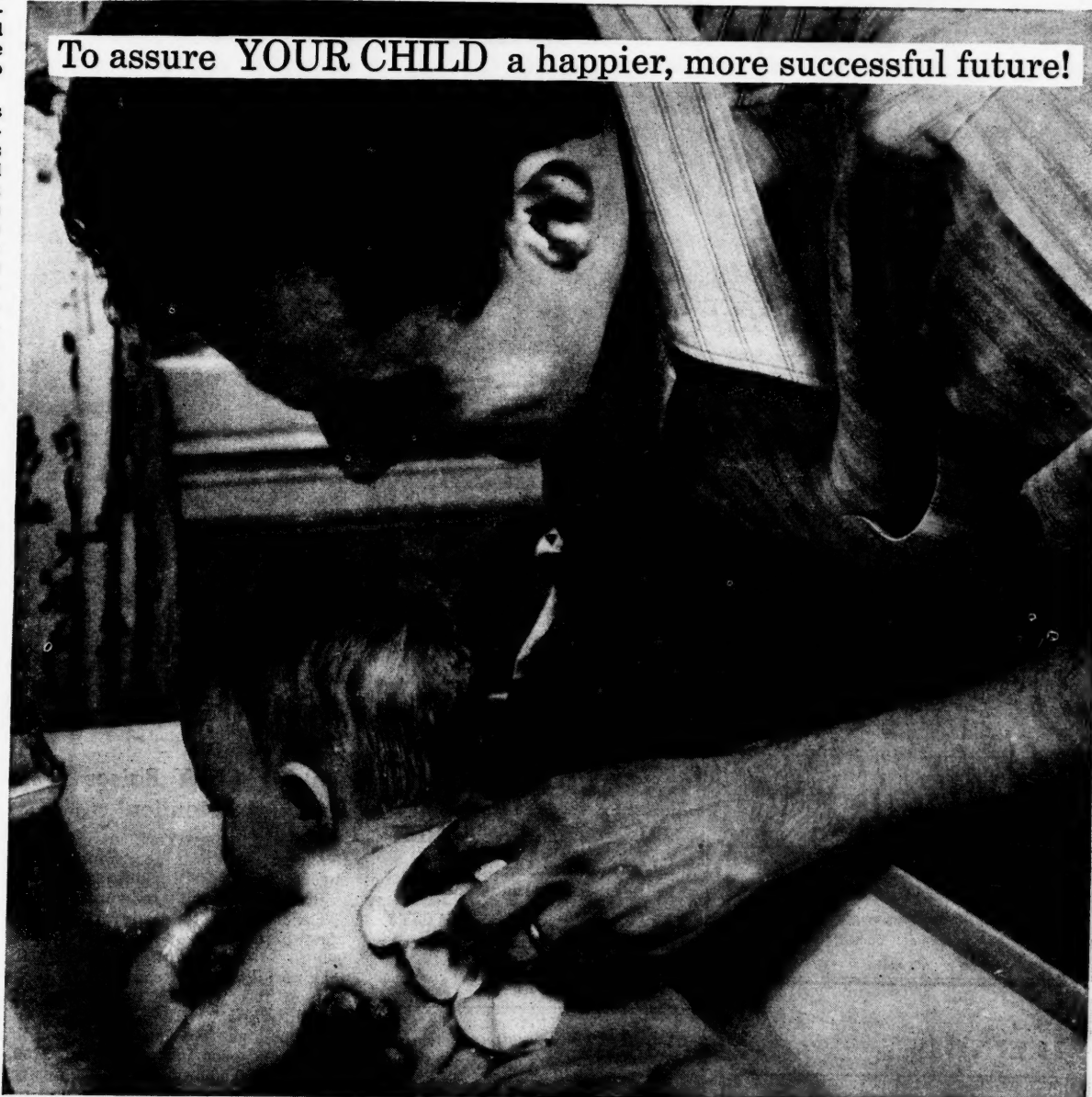
The court went on to find that the various standard and additional provisions that did refer in some manner or other to loss of life did not constitute an agreement to pay benefits for death.

Amazing as it may seem, another action was brought in federal court by the administratrix of the estate of the deceased insured, seeking recovery on a life expectancy basis. The court

refused to allow such recovery following the decision laid down by the supreme court of Montana.

District court in Washington summed up the reasoning on this point very simply in the case of *Hinkley vs Penn Mutual Life*. Hinkley argued that disability continued after death and that insured was not able to work and that his condition was certainly permanent. The court cited the supreme court of Illinois in the case of *Ferguson vs Penn Mutual Life* in which the court stated "disability presupposes life. Death is the antithesis of life."

To assure YOUR CHILD a happier, more successful future!



low cost educational plan offered by John Hancock

How much will your child's education cost?

The price tag is *high*! But by starting *now*—while he's young—you can guarantee that the necessary cash will be ready when the time for a higher education comes. And with John Hancock's Educational Plan at new low cost you can do it. Start now to build toward the amount you want.

Covers ANY KIND of education! No matter what happens to you, John Hancock guarantees a cash payment of the amount you select for any type education your child wants—college, trade or business school, or any other.

What's the secret of John Hancock's new low costs? Simply this: John Hancock has simplified and streamlined operations...has made sweeping changes in life insurance procedures.

Ask your John Hancock agent or your broker to show you how John Hancock's educational plan at new low cost can assure your child a better education—and a better opportunity for a happier, more successful future—all at a price that fits your budget.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

DEDICATED TO THE INDEPENDENCE AND FREEDOM OF EVERY AMERICAN FAMILY

MEMO

This John Hancock message
appears in TIME • NEWSWEEK



Going Up?

Mr. Oslico Field Man is going up. And his brief case contains selling material—folders, brochures, proposals—with high sales appeal. Are you "going up"? We can help you get there faster!

WRITE TO
THE OHIO STATE LIFE
Insurance Company
COLUMBUS, OHIO

A COMPLETE LINE OF LIFE, HEALTH,
ACCIDENT AND HOSPITAL COVERAGE



Schnell to Los Angeles as Sales V-P for Pru

Frederick A. Schnell, second vice-president of Prudential in the ordinary agencies department in Newark, will take charge of insurance sales activities in Los Angeles, effective Sept. 15. He will direct agency operations in 11 western states and Hawaii.



Frederick A. Schnell

He began his business career in Chicago for Penn Mutual Life. In 1937 he became a general agent for Illinois. He served as president of both the Life Underwriters Assn. of Peoria and the Illinois State Assn. of Life Underwriters and in 1951 was elected president of California State Assn. of Life Underwriters.

Mr. Schnell joined Prudential in 1952 as second vice-president in the ordinary agencies department, Newark.

Larson Restrains Ads of Life Company

Commissioner Larson of Florida has ordered National Union Life to stop advertising that it is a Florida corporation and as a company home owned in Miami. Thomas E. Lee Jr., attorney for the company, indicated the company will appeal the decision to the courts.

Mr. Larson allowed 20 days for the company to eliminate the slogan "Miami's own" which is imprinted on a fleet of company cars and on the office building in Miami. At the hearing held by the insurance department it was pointed out that National Union is organized under the laws of Alabama. Mr. Lee said 52% of the stock is owned in Florida and that the entire payroll operation has its headquarters in Miami.

Mutual of N. Y. Raises Limits of Retention

Mutual of New York has increased its retention limits for standard and special class risks, including waiver of premium and double indemnity.

The limit for standard risks on permanent plans has been raised from \$300,000 to \$400,000, with \$300,000 as the maximum that the company will retain at its own risk in any one 12-month period.

Term and five-year modified life plans have been increased from \$200,000 to \$250,000, with the company's own limit set at \$150,000 for any one 12-month period. Retention limits for special class risks, waiver of premium and double indemnity have been rescheduled at higher levels.

Rose Joins Bankers L. & C.

Homer Rose is resigning as policy examiner for the Nebraska department to become a public relations man and instructor in A&H insurance for Bankers Life & Casualty at the home office.

Canada Life Holds Open House

Charles S. Browning, manager of Canada Life at San Francisco, held an open house to celebrate the opening of new quarters at 200 Bush Street.

T. H. Gooch, vice-president in charge of agencies, represented the home office. More than 200 brokers, agents and company representatives attended.

West Coast Life Plans 1955 Leaders Club Meet

Some 175 members of West Coast Life's 1955 Leaders Club will hold a four-day convention at the Santa Barbara Biltmore Hotel, Montecito, Cal., Sept. 6-10.

James Marvel of the Eureka agency has been named club president. He qualified as the company's top personal producer in his first full club year ending June 30 with \$700,000 paid volume on 130 lives and \$11,638 in received first year commissions.

Others qualifying as club vice-presidents are Robert Woo of the San Francisco Chinatown agency, Vic Andreatta of the Dunsmuir agency, Harold McKelvey of the Spokane agency and Peter Baldo of the Sacramento agency.

Several members will receive special recognition during the convention. James Peacock of the Santa Monica agency will receive a gold CLU key. National quality awards will be presented to 21 members and those newly qualified or advancing in the company's Millionaire club will also be honored.

The program will include an address by William Whorf, director of schools for LIAMA, and a presentation of the company's check-o-matic premium payment plan. Other sessions will illustrate opportunities for career underwriters under liberalized compensation agreements and effective use of new selling tools.

Schafer Retires from Hancock after 48 Years

Henry C. Schafer, district manager of John Hancock at Newton, Mass., has retired after 48 years with the company. He joined as a clerk at the home office, became assistant manager at Newton in 1920 and later returned to the sales research and agency departments at the home office. He was named district manager at Somerville, Mass., in 1937 and was transferred to Newton in 1943.

New manager at Newton is Gordon A. Simonsen, formerly regional supervisor of northern New England. He joined the company as a clerk at the home office and later served as assistant district manager at Roxbury, Mass.

Gordon C. Chase, assistant district manager at Quincy, Mass., since 1954, has been named regional supervisor for training in northern New England. He joined the company 17 years ago and was named assistant district manager at Brockton, Mass., in 1947.

Insurer Asks Stock Sale OK

Protective Security Life, a newly-chartered Los Angeles company, has asked the California department for a permit to sell 100,000 shares of its \$10 par value stock at \$25 a share.

The company plans to use the \$2½ million dollars from the stock sale for capital and surplus.

The application listed the following company officers: Arthur Lewis, president; Thornton J. Merrill and D. Loren Lak, vice-presidents, and Harold W. Snyder, secretary-treasurer.

Mutual Trust Marks 50th Year

Mutual Trust Life conducted its 50th anniversary convention this week at Mackinac Island. One of the highlights was the presentation of the E. A. Olson memorial achievement awards given annually to the general agent who has done the most outstanding job and to the producing agent who has the best all around record of quality business.

The home office contingent was led by President Olson, and included three members of the board, O. D. Olson, O. I. Hertsgaard, and W. W. Nipper.

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Consulting Actuaries

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D. Speed L. Miller

Mass. Mutual Life Officials Give Views of Past Present and Future of Business

The solid foundation on which life insurance is built, its progress in today's economy and the good outlook for the future were pointed out by Vice-presidents Chester O. Fischer, Richard C. Guest and Charles H. Schaaff in addresses before annual regional conferences of agents of Massachusetts Mutual Life.

Mr. Fischer, who discussed "The Basic Factor in Successful Selling" at Belleair, Fla., and Santa Barbara, Cal., noted that life premium income increased 49% from 1941 to 1947 and 134% from 1947 to 1953, compared with an over-all average in all classes of expenditure included in a recent department of commerce study of 102 and 181% for these periods.

While giving a highly optimistic sales forecast for the future, he warned that there will not be a "perpetual boom." Periods of levelling off must be expected, he said in reviewing experience of the past 50 years. In 1954, life sales did bridge such a fluctuation when the industry did not recognize or accept the readjustment period and continued right ahead.

Mr. Fischer favored a "modest and sensible" degree of government intervention to insure continuing economic growth with a minimum of interruptions. However, a program of federal control and inflationary stimulants applied to maintain perpetual rises and "good times" not only would destroy the fundamental basis of free enterprise, but, in so doing, also would take the principle of individual initiative from the people.

Agents can continue to accomplish much through boom periods, normal times and readjustment periods, provided they keep their heads and do not let great prosperity or occasional periods of recession to throw them off balance, he said.

The present great upsurge in life sales is due to "the three M's": merchandise, market and the man doing the selling. The people of the U. S. make up the greatest market in the world. Merchandise, the service of life insurance, enables people to take part in the economy through the guarantees it offers for protection of family, self and business. The man doing the selling has had a big part in building successful companies and in creating and maintaining the American economy and market, Mr. Fisher said.

Mr. Guest, who spoke at Mackinac Island, Mich., and Swampscott, Mass., said age and income are the two most important controlling influences on the insurance market. Citing findings of a recent University of Michigan study on life insurance ownership in the U. S., he pointed out that four out of five American spending units have some kind of life insurance protection, although a substantial proportion of those in the lower income groups pay but little for the coverage since it is derived largely from group insurance.

Fifty-one percent of all spending units made payments of \$100 or more and accounted for 86% of all premium payments in 1953. From 1950 through 1953, the average increase in insurance dollars spent by spending units was only 16.67% and was due mostly to substantial increases in the metropolitan areas, with the smaller cities and towns showing little change

and the open country almost none.

Insurance dollars increase with age due to the gradual maturing of insurance programs and the higher cost incident to purchase at the older ages, Mr. Guest explained. Insurance ownership is related to occupation and education and is most frequent among the professions and the self-employed. Insurance buying also is related closely to home ownership.

As a percentage of disposable personal income, home mortgage amortization payments amounted to 1.75%, life insurance premiums just over 4%, and installment debt repayment almost 10%, Mr. Guest reported.

"Installment debt repayment is for the more tangible things such as appliances, radios and television, automobiles and the like, all of which apparently have the glamour to draw buyers to the central market for trade or purchase. This competition has been and continues to be a challenge for us in the merchandising of a prod-

uct probably more fundamental in its value than any of the others, and yet, because of some peculiar quirk in human response, not so immediately glamorous as to draw the buyer's dollar to us as in the case of the appliance, gadget or car markets."

In reviewing specific coverages, he said that about 15% of the company's new ordinary production was business insurance issued for one business purpose or another. Of this total, 52% was for key man coverage, 28% for stock retirement plans, 17% for

(CONTINUED ON PAGE 16)

A FEW QUESTIONS

If you were an agent and the company or companies you represented failed to advertise in the leading and most important weekly insurance newspaper, wouldn't you wonder why?

Wouldn't you notice, too, that practically all of the rest of the representative and successful companies *were* advertising?

Wouldn't this in time have an adverse effect on you?

Wouldn't you think it strange that your companies had nothing to say, no favorable comment to make, no arguments to present in their own behalf?

Wouldn't you conclude finally that there is nothing for anyone to say for a company that has nothing to say for itself?

Wouldn't this in the end influence you to give up such companies and to commence representing some more alert, more progressive and more self-assertive?

The NATIONAL UNDERWRITER

Largest Circulation of Any Weekly Insurance Newspaper



Number 29 of a series.

EDITORIAL COMMENT

Propaganda Against the Variable Annuity

"Variable Annuities—A Dangerous Experiment!" is the title of an article by A. M. Sakolski in a recent issue of *Commercial and Financial Chronicle* of New York City. The alarmist tone of the headline carries through the entire article, which is a conglomeration of all the arguments, strong, weak, and just silly, that have ever been advanced against the variable annuity.

It is unfortunate that a publication of the high standing of the *Commercial and Financial Chronicle* should lend itself to this kind of biased writing on a subject that needs all the understanding and objective thinking that it can get. Instead of being a balanced analysis of the pros and cons of the variable annuity for the benefit of those who know little about it, the Sakolski article displays the same "running scared" attitude that might have been expected in an article on automobiles in a buggy manufacturers' trade journal half a century ago.

Effusions like that of Mr. Sakolski create the impression that a large section of the investment business is scared silly at the prospect of competition from the variable annuity. The logical effect of such articles should be to arouse the life insurance business to the possibility that the sales potential for the variable annuity is far greater than any but a relatively few in the life insurance business have appreciated.

Going back to the analogy of the automobile, it is quite likely that a very good case could have been made out 50 years or so ago for barring automobiles from the highways. The present-day automobile death toll alone, if it could have been foreseen, should have been a clinching argument. But what happened? In spite of all the arguments that the buggy manufacturers might have feverishly invoked against this new form of competition and in spite of the obvious drawbacks of automobiles of the early 1900s, it became more and more clear that the public wanted automobiles and was willing to put up with their drawbacks.

Today, it seems obvious that if a large segment of the public wants variable annuities, it is going to have them. If safeguards are needed to prevent abuses, or deception of buyers, they will be provided in some form or another. If it is true—and we have yet to see it proved—that a variable annuity would enjoy a tax advantage over other forms of investments, then ways will be found to equalize the situation. In fact, a large part of the pressure for variable annuities in the group field is to offset the tax advantage presently enjoyed by pension plans funded through trust companies.

If it is true, as some opponents of the variable annuity argue, that the college

teachers insured under the College Retirement Equities Fund are smart enough to understand that "variable" means varying downward as well as upward but the general public is too stupid to understand this, then safeguards will be found to prevent misunderstandings.

The big question is whether the variable annuity has such incurable drawbacks and dangers that it should be denied to such buyers as want to acquire it. Does paternalism in state or federal government require that the public be prohibited from owning variable annuities? Considering the willingness of the securities business to let the public take its chances on what kind of stocks it buys, the protests that the public needs protection against possible misunderstanding of the variable annuity sound extremely strange coming from the Wall Street area.

If sober analysis indicates that, with proper safeguards, the variable annuity has a proper place in a man's security setup, then the only question is: What type of organization should offer it? Since a mortality element is involved, it seems obvious that a life company is the proper vehicle.

One objection advanced against the variable annuity is that the promoting of its sale would necessarily imply that life insurance or guaranteed-dollar annuities are vulnerable to the effects of inflation. Unfortunately, they are vulnerable to inflation and to try to blink this obvious fact is doing the public no service. It is a pity that it is not possible to "insure" life insurance and annuities against the effects of inflation but the variable annuity is the nearest remedy that has been offered for the annuity aspect of the problem. People "insure" their life insurance against their own disability by buying waiver of premium, so the insuring of life insurance is not a new concept.

One thing seems certain, anyway: If the variable annuity is really a good thing for the public to own, then it will be sold and become an important factor in people's protection plans. Its progress may be slowed and complicated by competitive roadblocks. But if the variable annuity has desirable features to be found in no other type of contract, then the public will not long stand for being denied its unique benefits.

PERSONALS

James H. Burdick, superintendent of agencies of Philadelphia Life, was the featured speaker at the final banquet of Penn State insurance marketing school. The talk, delivered to the group of 150 students and their guests, was

composed of sales ideas. Toastmaster at the banquet was **Harry E. Thoms Jr.**, general agent of the company in Norristown, Pa.

Howard Holderness, president of Jefferson Standard Life, has been invited to participate in a top management panel on the topic, "What Management Expects of its Editors and of its Publications," at the annual meeting of South Atlantic Council of Industrial Editors at Hartsville, S. C.

J. Edward Hedges, professor of insurance at Indiana University, is insurance editor and consultant for the new Webster's dictionary, which has been in preparation for some time. There are about 500 insurance and related terms to be defined and weighed by Dr. Hedges, including many which have come into being or have acquired new significance during the 20 years since the dictionary was last completely revised.

DEATHS

VAUGHN V. MOORE JR., six-year-old son of Vaughn V. Moore, president of Northern Security Life of Illinois, drowned in Lake Geneva when he fell from a boat at a pier near Fontana, Wis. Mrs. Moore and her two daughters and her son had been spending the summer at a cottage near Fontana. Mr. Moore has been joining them on week ends. There were no witnesses to the drowning. The son was last seen playing in a boat at the pier.

FRED W. ELO, 64, associate manager of Phoenix Mutual Life at Seattle, died of a heart ailment. He had been with the company about 33 years and associate manager since 1937.

SAMUEL J. STEIN, 81, veteran Travelers agent at St. Louis, died there of a heart attack at Jewish Hospital where he had undergone an operation. He began in insurance in 1931 as an agent. Shortly after the turn of the century he was a founder of one of the first millinery factories in St. Louis.

JOHN DeTAR, 63, district manager for Fidelity Mutual Life of Illinois at Mt. Vernon, Ia., died of a heart attack at St. Luke's Hospital in Cedar Rapids. He had been a district manager for Fidelity since 1946.

ROBERT B. MONTGOMERY, 53, a member of the board of National Capital of Washington, D. C., and vice-president of Acacia Life and son of its president, William Montgomery, died at his Maryland home.

R. FOSTER PIPER, 66, New York State supreme court justice who played a leading role in the passage of legislation to revise the state insurance law in the 1930s, died at a Buffalo hospital. As a member of the state assembly he served as chairman of the standing committee on insurance and of the joint

legislative commission for recodification of the insurance law. His major legislation dealt with group health coverage and he was co-author of a bill recodifying insurance laws and providing for nonprofit hospital service and medical indemnity corporations. The bill became law in 1939. In 1940 Justice Piper urged revision of mortality tables used by industrial insurers and when retiring as chairman of the joint legislative commission that year he recommended the passage of a compulsory auto liability insurance law.

GEORGE KONNERSMAN, SR., 75, representative of Connecticut General Life at Cincinnati for 35 years, died there after a six months' illness. A native of Covington, Ky., he had resided in Cincinnati for 51 years.

CHARLES H. WATTS, 74, chairman of Bankers National Life for 26 years, died in New York City. He was chairman of Beneficial Management Corp. of Newark and former chairman of National Better Business Bureau.

J. I. KINMAN, 67, former director of Union Mutual Life, died at Santa Barbara (Cal.) Hospital after a short illness. He had formerly lived in Spokane for some 36 years.

JOHN T. DOLEHIDE, 65, general assistant manager for the midwest area of Metropolitan Life, Chicago, died in St. Francis Hospital, Blue Island, Ill. He had been with the company for 41 years.

Average Time in Hospital Down Slightly in 1954

The average length of time spent in short-term general hospitals by patients in 1954 was reduced to 7.8 days as compared with 7.9 in 1953, according to statistics in administrator's guide issue of *Hospitals Magazine*. The 1954 study shows that U.S. hospitals cared for 20,345,431 patients last year, and on an average day the hospital population was 1,342,508 patients and 45,337 new-born babies. Of the 1,577,916 beds available, 35% were insured-term general and special hospitals, 4.5% in long-term general and special hospitals, 43.8% in mental and allied hospitals, 4.7% in tuberculosis hospitals, 12% in federal hospitals.

Expense per patient pay in non-profit short-term general and special hospitals averaged \$22.78 in 1954.

New Handbook Ready for Maryland, Delaware, D.C.

A new, up-to-date *Underwriters' Handbook of Maryland, Delaware and the District of Columbia* has just been published by The National Underwriter Co. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance in the two states and the District. Copies may be obtained from The National Underwriter Company at 420 East Fourth Street, Cincinnati 2, O., for \$12 each.

THE NATIONAL UNDERWRITER

—Life Insurance Edition
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99 John St., New York 38, N. Y.
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Telephone Parkway 2140.

OMAHA 2, NEBR.—610 Keeline Bldg., Tel. Atlantic 3416. Clarence W. Hammel, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127. Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

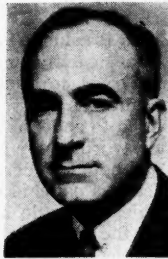
SAN FRANCISCO 4, CAL.—Flatiron Bldg., 544 Market St., Tel. Exbrook 2-3054. A. J. Wheeler, Pacific Coast Manager.

Old Line Life Makes Leadership Changes; Daggett Heads Board

At the quarterly meeting of the board of Old Line Life, J. H. Daggett, president of the company since 1945, was elected chairman with Mearl F.



J. H. Daggett



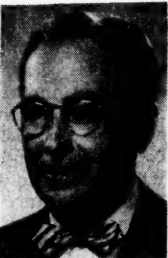
M. F. Ryan

Ryan succeeding him as president and Warren J. Moore becoming executive vice-president.

M. F. Ryan, with Old Line since 1915, was elected treasurer in 1934, director in 1946 and vice-president in 1951. W. J. Moore became assistant



L. D. Harkrider



W. J. Moore

secretary in 1924 and secretary in 1934. He was elected vice-president and member of the board in 1951 and currently is serving as first vice-president and director of the Life Office Management Association.

L. D. Harkrider, president and member of the board of General Malleable Corp. of Waukesha, was elected to the board of Old Line.

With the addition of new sales through June 30, the company now has a total of \$168,302,545 of life insurance in force, and assets have increased to \$53,404,709.

Midland National Names Higginbotham Agency V-P

Douglas E. Higginbotham has been appointed western division agency vice-president for Midland National Life.



D. E. Higginbotham

Mr. Higginbotham, who joined Midland National in 1952, will control agency operations in California, Oregon, Washington, Nevada, Utah, Idaho, and Arizona. His headquarters will be at 2015 Wilshire Boulevard, Beverly Hills, Cal.

He began his insurance career as an underwriter for Occidental Life of Cal. in 1946. In 1952 he was named manager of Midland National's underwriting department. He became superintendent of agencies in May, 1953.

Licensed for A&H Life

Security-Connecticut Life has been licensed by Connecticut to sell A&H

and life. The company does not plan to offer A&H immediately but will be selling ordinary life in Connecticut this fall.

Security-Connecticut Life, organized recently with \$1 million of capital and surplus, soon will apply for licenses in other states.

Name Webb N. E. Mutual General Agent in S. C.

New England Mutual Life has promoted T. Ladson Webb to general agent for South Carolina, with headquarters in Charleston.

Mr. Webb, who has been agency manager, joined the company at Charleston in 1932. After military service he returned to the company and was named district agent at Charleston in 1950.

Mo. Judge to Legal Staff

Judge D. W. Gilmore of the 28th judicial circuit of Missouri will resign late this month to join the legal staff of Kansas City Life.

Judge Gilmore was elected to the Missouri senate in 1948 and became circuit court judge on Jan. 1, 1952.

He received his law degree from Washburn University, Topeka, Kan.,

in 1938 and began the practice of law with Ray B. Lucas, now vice-president and general counsel of Kansas City Life, in Benton, Mo., in 1939. He is a member of the bar of the U. S. Supreme Court and the District of Columbia as well as Kansas and Missouri.

Names Nesbitt at Lubbock

Fletcher H. Nesbitt has been named general agent at Lubbock, Tex., where he will open a General American Life agency.

Mr. Fletcher, in life insurance for 17 years, formerly was with John Hancock Mutual.

NOW...

You Can Offer Group Life on 10-24 Employee Groups

The Massachusetts Mutual, in response to a growing interest among employers of ten but less than twenty-five employees, now offers a plan of Group Life Insurance that is comparable in benefits to plans offered to larger companies.

AGENTS AND BROKERS:

You will like the new "10-24" Group Life Plan because:

1. It is extremely simple to present
2. It offers a choice of Benefit Schedules that will appeal to employer-prospects in this class
3. The premium is highly competitive
4. Most sales can be made on a "one-call" basis
5. It provides liberal commissions—

a) 10% per year for the first 10 years

b) 5% Renewal Service per year for the next 10 years

Now is the time to line up those prospects for Group Life that have not been eligible for the regular Group Life plan.

An effective canvassing brochure, "A PLAN OF GROUP LIFE INSURANCE..." (GSP-24) is available for your use with prospects.

Use this coupon to get your copy] →

GROUP DEPARTMENT

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Springfield, Massachusetts

Please send me A PLAN OF GROUP LIFE INSURANCE

NAME: _____

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STATE: _____

Massachusetts Mutual
ORGANIZED 1851

LIFE INSURANCE COMPANY
SPRINGFIELD, MASSACHUSETTS

NFC Program Ready for Annual Meet at Toronto

(CONTINUED FROM PAGE 3)

Fraternal Actuarial Assn. met the day previous to the actuaries' section. "Abandoned Property Regulations and Practices," Joseph P. Conte, associate actuary Woodward & Findiller, a new paper, was presented. Previous papers discussed were "Widows Pensions in Industrial Pension Plans" by Dorance C. Bronson of Wyatt Co., consulting actuaries, Washington, D. C., and "A Direct Premium Billing and Collection System in a Fraternal Society," John Gall, Aid Assn. for Lutherans, Walter Rugland, 2nd vice-president and actuary, Aid Assn. for Lutherans, discussed a "Report Concerning the Uniform Fraternal Code Adopted by NAIC."

In addition to reports by the officers, an auditing committee and nominating committee were appointed.

The medical section meeting, Dr. Roger E. Henning, Aid Assn. for Lutherans, presiding, will hear Dr. Hubert R. John of the Maccabees on juvenile insurance; Dr. Ray F. Farquharson of Toronto, on "The Reactive Diseases, Their Diagnosis and Prognosis"; and Dr. W. F. Greenwood, Toronto, "Signs and Recognition of Heart Murmurs and

their Effect on Longevity."

The youth counselors' section with E. Willis Lamoreau Jr., Order United American Mechanics, presiding, will hear E. E. Howell, Woodmen of the World Life, on "Building Young America to be All-Americans"; Mr. Talucci on "Youth With a Horn"; and "To Each His Own", a color motion sound picture presented by Modern Woodmen.

That afternoon the investment, law, and state fraternal congresses sections will meet. Speakers at the investment section will be Edward L. Holsten, senior partner Solomon Bros. & Hutzler, New York, on "The Money Market and the Problems of the Portfolio Manager", and Sherwin C. Badger, financial vice-president New England Mutual Life, on "The Investment Outlook from the Viewpoint of the Institutional Investor." There will also be a report on the fraternal investment association seminar. Fred M. Wolfe, Woman's Benefit Assn., will preside.

The law section will hear talks on "Brief Comparison of Development of Beneficiaries' Rights Under American and Canadian Law", and "Government Regulations of Insurance in Canada" in that order by Wilson E. McLean of Fennell, McLean & Davis of Toronto and John A. Tuck, associate general counsel, Canadian Life Insurance Offi-

cers Assn. Thomas Mason, Women's Catholic Order of Foresters, will preside.

The state fraternal congresses' section gathering will be a luncheon with Joseph Spencer, president Protected Home Circle speaking on "The Place of the State Congress Meeting in the National Fraternal Congress Picture". At the banquet that evening John Fisher of Canadian Broadcasting Corp. will talk on "Neither Fence no Offence."

The second plenary session will be held the morning of the third day and will hear various reports and elect and install officers. There will also be a talk, "The Leadership of the Free", by Judge Harold C. Kessinger, noted professional speaker.

Winding up the meeting will be the field managers' section that afternoon with Richard E. Henne of Gleaner Life presiding. The following addresses will be heard: "Recruiting Representatives in Developed Areas" by Robert O. Shepler, Maccabees; "Recruiting Representatives in Undeveloped Areas", B. C. Hallum, Independent Order of Foresters; "Recruiting Managers", Harold C. Hoel, Lutheran Brotherhood, and an address by Holgar J. Johnson, president Institute of Life Insurance.

Prudential Names Greenan Ind. Agency Director, Hartmann to Logansport

Joseph G. Greenan has been named assistant director of agencies for Prudential's Indiana region.

Norman J. Hartmann will replace Mr. Greenan as manager of the com-



N. J. Hartmann



J. G. Greenan

pany's Logansport district office. He had been regional supervisor for the Indiana region.

Mr. Greenan joined the company in 1934 as an agent in the east side district office at Indianapolis, was promoted to staff manager of the Monument district there in 1943 and was named agency service representative in 1953. In 1954, he was named manager at Logansport.

Mr. Hartmann joined the company at Gary in 1936, was named staff manager there in 1945 and appointed training consultant for the Michigan-Indiana region in 1951. He was named regional supervisor for Indiana when the state was organized as a separate region.

Doak Walker in Life Post

Doak Walker, prominent collegiate and professional football player, has been named director of agencies in the group department of All States Life of Dallas. The announcement coincided with "Doak Walker Day" in Dallas Aug. 19, when a number of honors were given Mr. Walker at a professional football exhibition game. It was explained that the appointment would in no way conflict with Mr. Walker's current and final season with the Detroit Lions football team.

Redhead Named Seattle Manager

Walden K. Redhead has been appointed group manager of the Washington-Montana division of Equitable Society.

Federal Life President Praises Officers' Panel

Spencer R. Keare, president of Federal Life of Illinois, has written the following letter commenting on a recent editorial which appeared in THE NATIONAL UNDERWRITER.

We were very much interested in the editorial in your edition of last Friday, Aug. 12, entitled, "Colonial Life's President Panel Good Idea."

We heartily endorse the sentiments expressed in that editorial, probably because as most humans, we are inclined to endorse things which we have felt worthwhile for some time.

Although Federal has never used the idea of a panel of officers of other companies or trade associations, we have for the past six years, adopted the practice of having on our agency convention programs the president of some other company, the top agency officer of some other company and some representative of some insurance trade association. Over these past six years, we have been indeed fortunate in securing the willing cooperation of our good friends in the business, who are willing to give of their time to speak to our top producers. We have never had occasion to regret it and these visiting friends have added greatly to the value of our meetings. We have never had occasion to regret the mentioning of another company's name to our field men and we appreciate sincerely the cooperation of our friendly competitors, and we hope that they will continue to want to cooperate with us in the future.

In view of your attitude on this subject as expressed in your editorial, we felt that you would be interested in our experience along this line.

Guerin Named G. A. of Manufacturers Life

Manufacturers Life has established a branch office in Columbus, Ohio, and appointed Duane D. Guerin as manager. The new office, located at 150 East Broad Street, will serve the city and southeastern Ohio.

Mr. Guerin has been general agent of Penn Mutual Life in Cincinnati. He previously was a supervisor and agent of that company.

The new Manufacturers Life office, third opened in the U. S. this year, also will serve brokers and surplus writers. The company has 21 branches in this country.

New Washington Home for Aetna Life Group

WASHINGTON—The Washington offices of Aetna Life group will be located in new quarters in the Commerce building, 17th and K. Streets, N.W., commencing Aug. 29. The offices have been in the Investment building.

The companies will occupy more than two floors at its new address. Agents and the public have been invited to inspect the new offices any time after Aug. 29.

The companies are under the management and direction of the following: Aetna Life, Sleeper & Euler, general agents; group department, Samuel B. Crocker, manager; Aetna Casualty, William A. Boone, manager; Automobile and Standard Fire, Charles C. Gordon and Robert A. Hunt, state agents.

WANT ADS

Rates—\$18 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

ASSISTANT AGENCY MANAGER WANTED IN CHICAGO

Here is an exceptional opportunity to step into a good position as an Assistant Manager in one of the largest Agencies of a moderate sized Midwest Company. The Company writes both Life Insurance and Accident and Health Insurance. This Agency gets its business from general insurance men. The Assistant Manager would help close business and also would help recruit new general insurance men. Applicant needs a minimum of two years personal production with some supervision experience desirable. Age 30-45. Chicago and vicinity. Salary and commission. Give full details and photo in first letter. All replies confidential. Address Box G-68, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

GROUP ACTUARY

A vacancy is arising in the position of group actuary in our rapidly expanding Group Department. This position contemplates full responsibility, under direction of the vice president, for all actuarial and statistical phases of group term life and A & H insurance. Premium income this year will be in excess of \$30 million.

If interested, write to me in confidence giving experience and personal data, with picture. Desire Fellow of the Society.

Ralph J. Walker, F.S.A., Vice President
Pacific Mutual Life Insurance Company
Box 6050 Los Angeles, California

AGENCY SUPERVISOR

A Midwest life insurance company with a \$175,000,000 of life insurance in force, a large part of which is weekly premium insurance, desires the services of a high-class agency executive to develop the Ordinary field, entirely independent of its present production activities. In answering this please state experience, family responsibilities, age and salary expected. Address Box G-89, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ACTUARY WANTED

Rapidly growing Consulting Firm serving Michigan-Ohio-Ontario Area will add Member of Society to its Key Personnel. Big growth opportunity. Send resume and salary requirements. Box G-93, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

DOCTOR

Excellent Opportunity for M.D. on H.O. medical staff of large, progressive So. Calif. Life Co. Fulltime, permanent position. Employee Health Service and Life Risk Appraisal. Calif. license will be required. Age under 35. Complete data to Box G-88, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

OPPORTUNITY IN Life Sales & Programming

Life insurance company in New York City seeks young man 25-30 with life sales or programming experience to join Business Development Department in home office. Must be college graduate. Will program and advise policy holders by mail. Will counsel in person with policy holders at home office.

Opportunity For Advancement

Staff benefits include liberal Retirement, Disability Income, and Group Insurance Plan. Please write giving full personal and business data as well as salary requirements. All replies held confidential. Box NU 1391, 221 W. 41st St. New York 36.

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Jones Loses Bid to Buy Midland Mutual Life

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more than 10% of that amount in dividends.

Mr. Peterson said he protested the vote on the mutualization plan on the grounds that the announcement of the meeting said the stockholders were to vote upon amended articles of incorporation and a new set of regulations approved by the Ohio superintendent.

By 9 a.m. of Aug. 19, only 1,060 shares were deposited with Ohio National Bank, and under the escrow agreement none of these shares could be turned over to Mr. Jones to be voted at the meeting. It is presumed that some of the shares deposited with the bank were voted by their owners, since 2,359 shares were represented at the meeting. Mr. Jones did not vote his shares.

"In response to questions from the floor," Mr. Jones said, "the president of the company (Midland Mutual), who acted as chairman of the meeting, admitted that another shareholders' meeting would be required in order to consider for adoption the amended articles and by-laws, which are a prerequisite to the approval of a plan of mutualization."

"At the same time, however, the meeting proceeded to assume to take action on a so-called plan of mutualization which could not be a valid plan if another meeting of stockholders is required to accomplish it."

"The meeting did not sound like a meeting of stockholders but was solely dominated and wholly controlled by the existing management of officers and directors."

"While we have not seen the tabulation of the votes cast, no doubt they were principally management stock, together with stock held in trust by Huntington National Bank, because my position is that stock held by me, or on which I held proxies, should not be voted at such a meeting, and accordingly we did not vote any stock over which I had control."

"More than 20% of the Midland stock was not even voted."

"There was offered to the Ohio State Life and filed in escrow more than a third of all stock outstanding."

Mr. Jones is a substantial stockholder of Ohio State Life and was elected president of that company in March of 1954. He is president also of Buckeye Union Casualty and Buckeye Union Fire and is president of Jackson (Ohio) Iron & Steel Co., director of First National Bank of Jackson, a director of General Telephone Co. of Ohio and a trustee of Mount Carmel Hospital of Columbus. He is also president of the Columbus American Assn. baseball team.

A&H Business Is Seen Going Under FTC Rule

(CONTINUED FROM PAGE 2)

SEUA case, the insurance business was almost entirely unregulated. The federal government had maintained a hands off attitude, and the states had fallen down badly on their regulatory job. In fact, the history of the SEUA case demonstrates rather vividly that the insurance companies were sometimes regulating state insurance commissions rather than being regulated by them, he asserted.

Under expiration of the moratorium of the McCarran-Ferguson act (1945-1948) some improvement was noted in the unfair competition and monopoly aspects of the insurance business. This, however, resulted from increased state action coupled with the threat of prosecution under the Sherman and Clayton acts. There was no sustained or over-all regulatory activity by any federal agency. The effect of the case and the statute was apparently limited to the classic arena of trade regulation in which the antagonists are free competition vs monopoly and restraint of trade.

Consequently, a somewhat similar situation quietly developed in the A&H business. This hitherto neglected field was just embarking on a course of rapid expansion in the years 1944-1946.

At the time of the SEUA case and the McCarran-Ferguson act, A&H insurance was a lusty adolescent. Given the proper control and discipline, the infant bade fair to become a valuable and responsible member of the community. Given free rein and allowed to grow unchecked, the promising infant would likely turn into a juvenile delinquent. Unhappily, the latter event became a reality. The federal government did not exercise supervisory control over the growing A&H business, and state regulation was largely a theory. State laws did, and still do, exist on the subject at hand, but clearly these state laws have not prevented the various A&H companies from the interstate dissemination of the advertising matter now alleged to be false and misleading by FTC.

Mr. Becker declared that it is difficult to escape the conclusion that the A&H business, as a whole, has been guilty of flagrant abuses in advertising. Any lawyer who is able to read English can readily detect the wide gap between the promises of the advertisements and the promises of the actual insurance contract. If the various states have indeed been regulating A&H advertising, they have demonstrated a curious blindness to the obvious.

Thoughtful insurance men have been, and continue to be, disturbed by this careless approach to advertising in A&H insurance. They have warned that such practices could only lead to trouble for the business at large. The insurance business has been urged to police itself, to clean its house. Failure to do this, many agreed, could only result in housecleaning instigated and conducted by sources outside the industry.

Mr. Becker said the nature of his paper precluded a more thorough discussion of this jurisdictional controversy. But he hoped enough had been said to show that FTC has quite a strong case—stronger perhaps than most insurance counsel suspected. To doubting Thomases, he recommended a very careful reading of Examiner Loren H. Laughlin's recent opinion in Life of

America, FTC Docket number 6247, March 28, 1955, interlocutory order overruling motion to dismiss for lack of jurisdiction. Examiner Laughlin has reasoned closely and substantiated his ruling with ample and persuasive authority. He has served a caveat on the A&H business.

If the federal courts sustain the position taken by FTC, if it is eventually held that the commission has jurisdiction of this controversy, the insurance business should be taking immediate steps to present its case on the merits in order to effectuate a workable, livable compromise with the commission within federal regulatory law.

He asserted that this is not the time for ostrich tactics—attempts to postpone the day of judgment by prolonged litigation are no answer to the problem. The long continued adverse publicity can only be harmful—particularly to the smaller companies. Regardless of the eventual outcome, now is the time for the insurance business to learn about federal administrative law, now is the time to begin the adjustment to the operation of that system of law.

Mr. Becker pointed out that the basic statute establishing FTC and defining its organization and general powers is the FTC act of Sept. 26, 1914, as amended, March 21, 1938. Pursuant

to the authority thus granted, certain rules of practice have been promulgated for the day to day operation of the commission. These rules can be easily obtained from the principal office of the commission, Washington 25, D. C. They are published, as formulated, in the *Federal Register* and collected periodically in title 16, code of federal regulations.

He said he "joined the commission in urging you to give serious consideration to the possibility of policing your industry through the medium of rules agreed upon in a trade practice conference. In the last selfish analysis, self-made rules are almost certain to be more pleasant than rules imposed from above."

Pru Names Two Managers

Prudential has appointed Fred Gilberti and Robert C. Wheeling managers of the Yorkville district in New York City and at Uniontown, Pa., respectively.

Mr. Gilberti joined the company in New York City in 1946, later served as staff manager and was named a training consultant in 1953.

Mr. Wheeling, who fills a vacancy caused by the retirement of Brinton C. Carter, joined the company at New Castle in 1940 and later was advanced to supervisor. He has been a field training consultant since March.

Presenting...



Our 1955 National Quality Award Winners

ILLINOIS
Stanley M. Krawczyk
John J. O'Malley
Hayden R. Parker
Michael J. Shanley
Kenneth P. Sheppard
R. E. Sheppard
INDIANA
Louis M. Carr
Francis H. Davis
Eugene K. Druart
Russell Farmer

Harry Fleenor
Harry Huston
D. R. Johnson
Nate Kaufman*
James B. Lee
Curtis McClelland
W. G. McClelland
A. R. Meyer*
Doyal E. Plunkitt
William H. Plymate
Clyde W. Raub
Joseph B. Rowekamp

Charles A. Stuckey
Julian W. Schwab†
IOWA
Arthur J. Goodman
OHIO
Norman D. Edwards
E. Lowell Rife
Peter Scaffidi
MICHIGAN
Guy E. Fairfield
Lewis H. Vande Bunte
MINNESOTA
Robert E. Hansen

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Arthur M. Klinefelter
Raymond E. Wick
TEXAS
Finck Dorman*
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C. B. Ingram, Jr.
Malvern Marks*
Edgar T. Russell*
H. Bruce Veazey*†
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*Qualified for 10 years or longer

WALTER H. HUEHL, President ARNOLD BERG, C. L. U., Agency Vice-President

INDIANAPOLIS LIFE

INSURANCE COMPANY

Mutual—Established 1905

INDIANAPOLIS 7, INDIANA

AGENCY OPPORTUNITIES in Illinois, Iowa, Ohio, Michigan, Minnesota, Missouri, North Dakota, Texas, Wisconsin

GLOBE LIFE Insurance Company Attractive Agency Contracts

COMPLETE LIFE INSURANCE
COVERAGES—Ages 0-60

ALSO ACCIDENT, HEALTH,
HOSPITALIZATION AND MEDICAL

For Particulars Write Home Office

159 North Dearborn St., Chicago 1, Illinois

WILLIAM J. ALEXANDER, PRESIDENT

Lincoln National to Mark 50th Year with Music Show

Lincoln National Life will climax a Sept. 15 celebration of its 50th anniversary with a musical show for more than 6,000 employees and guests at Fort Wayne. The show will feature Fred Waring and his Pennsylvanians.

Waring's troupe will travel to Pittsburgh the following day to repeat the show for the company's Reliance division employees.

Fifty-eight agents of Equitable Society have earned membership in the 1955 Million Dollar Round Table. M. A. Feuer agency, Chicago, led with six agents.

Mass. Mutual Officials Give Views on Business

(CONTINUED FROM PAGE 11)

partnership plans, and the balance for sole proprietorship, stock purchases, key man stock purchase and other miscellaneous business arrangements.

A relatively new coverage, the executive policy, constituted over 19% of the company's life sales last year, Mr. Guest said, while 11% of its new business was issued on the pension trust plan.

Mr. Schaaff, who also spoke at MacKinac Island and Swampscott, listed prosperous times, greater appreciation by the public, broader coverages, expanded field operations and an increasing sales force for the growth and acceptance of life insurance today.

Good business in practically all lines, greater wealth, more income, more homes, more of everything else, more marriages, more families and more children are the economic and social facts on which the institution of life insurance is built and prospering today.

"Life insurance has stood the test under all sorts of conditions, and people generally are becoming more aware of that fact," he said, referring to increasing public acceptance and appreciation of the institution of life insurance. "The institution has grown, not only in size, but in stature through better education of the public and far better education and training of its representatives in the field."

The business and, particularly, aggressive agents have broadened their fields of operations. New contracts, new markets and new uses of life insurance have been developed, he said.

Mr. Schaaff listed common traits

characteristic of successful agents: honesty to their clients and themselves; loyalty; ambition; hard work and a planned basis for work; belief in their product; knowledge of their business and continual study to learn more; imagination and originality; courage; a competitive spirit; and simplicity.

He made some suggestions for selling: regularly and often see people who can purchase substantial amounts; "keep your sights high"; learn to be not too affected one way or another when a big sale is made or lost; advertise; spend the primary hours of the day with live prospects; and do not miss the big chance to "really establish yourselves in these fabulous days for life insurance salesmen."

Great-West Appoints Two

Great-West Life has appointed C. Stanley Holloway supervisor at Montreal and J. O. Richards group representative at Dallas.

Mr. Holloway, who will assist Manager D. R. Ferguson at Montreal, has more than five years experience as an underwriter in the United States.

Mr. Richards joined Great-West in 1952 and has twice qualified for membership in the president's club.

Issues Liquidator Policy

State National Life has combined ordinary life and decreasing term into one plan, called the "Liquidator."

Premium rates are quoted for a unit of \$5,000 first year, decreasing by the amount of \$150 each policy year up to and including the 10th and by the amount of \$200 for the next 10 policy years. Thereafter, the face amount of the ordinary life (\$1,500) may be continued in force during lifetime of the insured by payment of the required premium, which is level for the life of the policy.

Reveal Plan for Bigger NALU Headquarters

(CONTINUED FROM PAGE 1)

with the election of officers and trustees scheduled for Thursday afternoon. The contest for secretary has a bearing on the trustee race, since there would be a place for one more trustee candidate if Mr. Adams were elected secretary. His term as trustee still has another year to run, while Mr. Peterson's term ends at this convention.

Details of the headquarters building plans and costs, the National Council discussion on changing the character of the annual meetings, the election results and other events of the convention are reported comprehensively in the two daily issues being published by THE NATIONAL UNDERWRITER for distribution at the convention and for mailing to all subscribers this week.

Boyd to New Agency Post

H. Stockton Boyd has been named assistant general agent of the Portland, Ore., agency of Lincoln National Life. His duties will include supervision of the brokerage department.

Mr. Boyd is a board member of Portland Life Underwriters Assn.

C. C. Raisbeck Retires

C. C. Raisbeck, general agent for Washington National at Milwaukee, has retired after more than 30 years in insurance.

He began his career with Travelers and remained with the company until

he was appointed general agent for Great Northern Life. He was named general agent at Milwaukee for Washington National when it purchased Great Northern in 1940.

Mr. Raisbeck's business will be taken over by the Stanley Olyniec agency.

Mr. Raisbeck is a past president of Milwaukee Life Managers & General Agents Assn. and Milwaukee A&H Underwriters Assn., and a former director of Milwaukee Assn. of Life Underwriters and Washington National General Agents Assn.

Admits Selling False Policies in 4 States

CHATTANOOGA—Using application forms of Standard Life & Accident of Oklahoma City which were not turned in when his employment was terminated a year ago, Oliver M. Crisp, 62, Chattanooga, has confessed to selling false insurance policies to unsuspecting persons and collecting initial premiums from them in a four-state area.

Crisp used several aliases in selling an undetermined number of bogus A&H policies in Tennessee, North Carolina, Georgia and Alabama. Many of his victims were persons in their 70s and 80s, unable to obtain legitimate policies. He was caught after a number of victims checked with the company to find out why they had not received their policies.

New Boston Directory Out

The National Underwriter Co. has just published the 1955 edition of the Boston Insurance Telephone Directory, in which are listed the names, addresses and telephone numbers of persons and companies active in Boston insurance. Copies may be ordered from the National Underwriter Co., 420 E. 4th Street, Cincinnati 2, Ohio. The price is \$1.00.

FRATERNALS

Offers New Income Plan

Aid Assn. for Lutherans is issuing a new plan which provides an income of \$10 per month per unit from the date of death until the end of 20 years from date of issue. It is called "Income Protection-20 Years." Premiums are payable for 17 years.

The plan is available at ages 16 to 34 in units of \$10 per month with a minimum of \$50 per month. Surplus refunds will be paid beginning at the end of the second year to the end of the premium paying period.

Mrs. Lind to Mich. Post

Mrs. Whittier Lind has been named Michigan state manager for the Supreme Forest Woodmen Circle to succeed Mrs. May Beaver, who has been transferred to the home office in Omaha. Mrs. Lind will have headquarters at Flint.

Maccabees Stages 4th Course

Maccabees held its fourth training course for new agents at the home office in Detroit. The school is a continuation of the insurance marketing course at Purdue University which the new agents attended.

Fidelity Life Producers' Excursion

Leading producers for Fidelity Life Association have returned from a week's excursion to Glacier National Park. The party of 19 persons was headed by President and Mrs. Walter C. Below.

Qualification for the trip, was based on writings of \$225,000 for the year. District managers making the trip included Al Spaeth, Kenosha, Wis.; Jerry Gundrum, Slinger, Wis.; Al Steinbrecher, Anoka, Minn.; Mat Kallestad, Marshalltown, Ia.; Ralph Brown, Van Horn, Ia.; Glenn Esterday, Rochell, Ill.; Elsie Jensen, Van Orin, Ill., and special agent, William A. Haiduck, Charleston, Ill.

ASSOCIATIONS

Form New Assn. in Indiana

Southeastern Life Underwriters Assn. was formed to cover five southern Indiana counties at a meeting at Madison. Temporary officers elected were John Rohlfing, Prudential, president, and John Kasper, Prudential, secretary.

Harold Ogden, State Farm Life, Greensburg, zone vice-president of the Indiana association, presided at the organizational meeting. Speakers included Harry Foreman, Wisconsin National, Kokomo, state president, and three Indianapolis men: Hastings Smith, New England Mutual general agent and past state president; W. T. Smith, Wisconsin National, and R. W. Osler, Rough Notes Co.

Austin, Tex.—Bart Hodges, New York Life, Austin, giving tips on the necessity of making life insurance tangible, suggested agents portray benefits so vividly the prospect visualizes them as his own or those of his loved ones. To accomplish this, he said agents should create mental pictures.

Omaha—Members of the association, in conjunction with Omaha members of Nebraska Life Agency Managers Assn., are taking a leading part in the Community Chest fundraising drive this year. Their specific job will be to train all solicitors in the do's and don'ts and answers to objections they will encounter.

Phoenix, Ariz.—New officers of Central Arizona Life Underwriters Assn. are L. Wayne Adams Jr. of National Life of Vermont, president; Henry A. Mackey of New England Mutual Life, vice-president; Walt Finkle of Business Men's Assurance, secretary, and Allyn Watkins of New York Life, treasurer. New directors are George C. Bright of Penn Mutual Life, Earl Jackson of Kansas City Life, Thomas Edens of Equitable Society, William A. Delzell Jr. of Mutual of New York, Ed McGwire of New York Life and William H. Baldwin of Prudential.

EMERGENCY!



An everyday, commonplace garden chore...but the next move may be a wrong move resulting in confinement for a month or longer...no work, no pay. And who meets the mortgage payments during this critical period?

Old Republic does, of course, with its Critical Period Plan with its credit disability and credit life features. Old Republic's plan has been a friend to banker and borrower alike for decades.

A letter, wire or phone call will bring the man from Old Republic to your desk with full information.

OLD REPUBLIC

SPECIALIZED INSURANCE SERVICE SAFEGUARDING CONSUMER CREDIT

CREDIT LIFE INSURANCE COMPANY

James H. Jarrell, President
307 N. Michigan Avenue, Chicago 1, Illinois

48th Year of Friendly Dependable Service

Peoples Life proudly salutes its Agency Force for Outstanding Success in presenting to the public Financial Independence and Life Time Security via Life Insurance

PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"
Frankfort • Indiana



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Reinsurance

life insurance in force exceeds

\$790,000,000.00

PLUS: One of the most advanced agents training programs in the nation... Supervised offices... Trained Group men to assist agents... An alert Underwriting and home office staff... Top commissions.

REPUBLIC NATIONAL LIFE

INSURANCE COMPANY

Theo. P. Beasley, President

Home Office, Dallas

**NEWS
NOTE**

from **FIDELITY**
A WELL-BALANCED COMPANY

New Business For First Half Sets All-Time Record

New business for the first six months of 1955 reached an all-time high of \$52,943,033.

This represents a 27% increase over the first six months of last year, which was the previous high for the company.

Life Insurance in force as of
June 30, 1955 was \$889,193,287.



**The
FIDELITY MUTUAL
LIFE INSURANCE COMPANY**
THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA



STICKERS? KNOCKERS? HOOKERS?

Surprising words to find in a Life Insurance rate book? But they are there — three ancient and honourable occupations in the meat packing industry which were among the hundreds of categories affected by recent changes in Manufacturers Life's manual of occupational extras.

Manufacturers Life has removed the rating from many occupations and made substantial reductions in many other cases. Double Indemnity and Waiver of Premium, formerly not available to many occupations, are now being offered to them. These changes which recognize the improvement in the safety record of industry, are further evidence of our progressive underwriting philosophy.

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